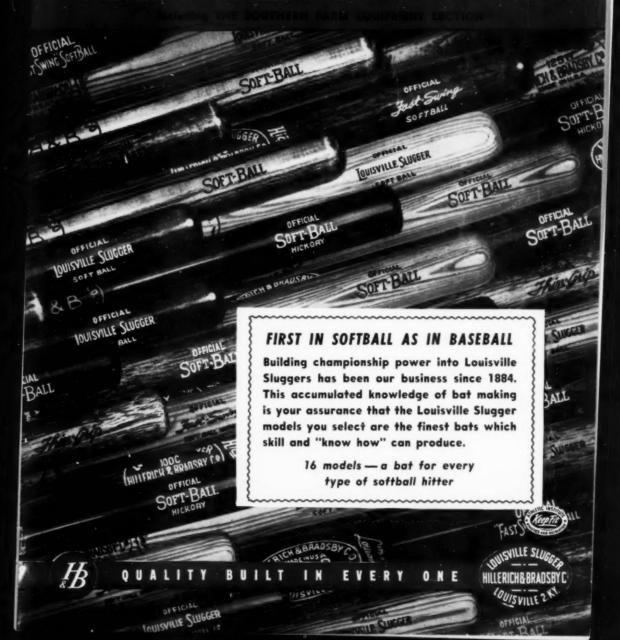
Southern HARDWARE



"NATIONAL ADVERTISING



BACKS UP MY BIG STORY ABOUT LUMITE!

says Mr. Lewis Shapiro

of Lewis Hardware & Supply Company of Richmond, Va.

"Lumite screen cloth, because Lumite's got big selling points—and lots of 'em!

"When I start talking Lumite, my customers almost always know the name, because Lumite advertising does such a terrific job of putting the name across! I've found Lumite advertising really works right with me in my store!"

Right, Mr. Shapiro! Lumite advertising works with you—and with everyone else who sells Lumite screen cloth!—because it's the biggest and best advertising campaign in screen cloth history!... backed not by one but by three big companies:

Lumite Division, Chicapee Mfg. Corp. of Georgia The Dow Chemical Company

The National Plastic Products Company
37 big-space advertisements—most of them in color—will reach almost every home-owner and farmer in
America during your big screen cloth season!



One of the hard-selling advertisements in the biggest advertising campaign in screen clath history . . . that will be seen by the more than 20 million readers of American Home, Better Homes & Gardens, Country Gentleman, Good Housekeping, Mechanix Illustrated, Popular Mechanics, Popular Science, Progressive Farmer, Small Homes Guide, Sunset.

Stock up now for your big screen cloth selling season! Lumite screen cloth is distributed by lumber, hardware and building supply wholesalers. Write for FREE sample and further information.

Get the screening that's quaranteed not to Rust, Rot or Corrode! NEEDS NO PROTECTIVE PAINTING CAN'T STAIN Cy way, Lun LASTS LONGER, because Lu COSTS LESS than all but to write for FREE SAMPLE and de

LUMITE DIVISION, CHICOPEE MFG. CORP. OF GEORGIA . 40 WORTH STREET, NEW YORK 13, N. Y.

FARM-PROVED FENCE WITH DURABILITY

- ★ Tightly wrapped hinge joints . . . for long, hard service
- ★ High-quality zinc coating . . . wards off rust and corrosion
- ★ Tough, full-gage wires . . . for strong, permanent fencing
- ★ Springy tension curves . . . that keep fence tight and trim



BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.
On the Pacific Coast Bethlehem products are said by Bethlehem Pacific Coast
Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

Remember to show Bethlehem Barbed Wire and Steel Fence Posts to your fence customers. It's all top-quality steel... for really durable fencing. Ask your jobber. He can supply you with fence barbed wire, and steel posts in standard sizes and styles to meet all farm requirements.



BARRED WIRI



BALE TIE



BALER WIRE



MAUE AND CTAR



FENCE PO



CLOTHES LINE



The Greatest All-Purpose Outdoor Light on Today's Market!

Now you can offer your trade a great new single mantle Coleman Lantern—superior in structure, appearance and service to any present or previous similar models! This new Model 200 has a new and improved burner—is more compact in design, sturdier, built to take plenty of hard use. Has larger fuel fount (1½ pints) for longer lighting service; larger, easier-to-remove filler plug for easy filling. More attractive in appearance with new red porcelain ventilator top. It's sure to outsell previous everpopular single mantle Coleman Lanterns. Just show it...light it...demonstrate it...and you'll sell it to a wide range of customers: farmers, outdoorsmen, dairymen, poultrymen, truckers, industrialists, business men, and others.

Sell It with Reflector as the Sportsman's Special

A combination offer with great appeal to sportsmen and added profit to you—lantern with Coleman Reflector for one price. Reflector makes high-powered spotlight of lantern. Concentrates a flood of brilliant light wherever wanted. Easily detached.

All Coleman Lanterns light instantly; make and burn their own gas from gasoline. 40 hours light per gallon of fuel. Storm-proof.



Model 220D (left)—A big powerful 2-mantle lantern. Floodlights 100-foot area. Equally good for outings or night time chores.

Model 228D-Same as model 220D, but with wide reflector top.



The Coleman Line is Your PROFIT LINE Because More People Buy Coleman Than All Other Similar Lines Combined

Timely Products to Push for Profit Now-Order from Your Jobber



Folding Camp Stove Cooks like a city gas range; folds up, carries like a suitcase.



Speedmoster
Stove
Good eats
fast—
at home
or away.



Marine Stove

Better meals, more convenience for boat owners afloat or ashore. Two burners. Kerosene and alcohol models.

THE COLEMAN COMPANY, Inc., Wichital, Kansas

PLUMB

ight and speedy, the destroyer is built to strike hard and fust—to hit

PLUMB

HAMMERS . HATCHETS . AXES . FILES

PLUMB

The black head with the red handleexclusively PLUM



BIGGEST
NAME IN
PLUMBING
RUBBER
PRODUCTS

BAN5335



YOUR COMPLETE PLUMBING RUBBER DEPARTMENT

MADE RIGHT!
PRICED RIGHT!
PACKAGED RIGHT!





No. 36 Lucky Strike FAUCET WASHER ASSORTMENT

36 individual packages per unit. Each package includes 8 genuine Lavelle bevelled faucet washers in all popular sizes with necessary brass sirews.



No. 424 Fit One-Fit All TANK BALLS

12 individually packaged tank balls to colorful counter unit Special tapered seat for smooth operation on all size flush valves.

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments

PROVED

MMASIELANELIE

Rayterion-Sorgent



Hop on the Patterson-Sargent bandwagon now and let BPS Flatlux lead the way to bigger, juicier profits! Made with oil and in the smart decorator colors your customers demand, BPS Flatlux is washable, durable, easy to apply. Above all, BPS Flatlux is a money-maker... a fast turn-over paint that's ringing cash register bells all over America. And remember... all profits are yours under a BPS Protected Territory Franchise. By all means, look into it today!

THE PATTERSON-SARGENT COMPANY
1325 East 38th Street
Cleveland 14, Ohio

Please send me full facts on BPS Flatlux and your Protected Territory Franchise!

Name_

Address

City_

State_



Shake Hands

WITH THE FINEST RESIDENTIAL LOCK OF ITS KIND!

THE NEW YALE

HOME DUTY TUBULAR LOCKS

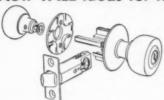
YALE is a flow, T. St., of The Yale & Towns Rife, Co.

You'll be hearing more about these great new YALE locks

Get acquainted-look over the newly developed advantages YALE engitively priced, residential tubular ity. For all the facts, write Dept. \$163.

lock. You'll see speed of installation, strength of assembly, security, styling and YALE's traditional qual-

New YALE ideas for faster, easier installation



Pre-assembled into 5 Components

Only 5 parts to handle—and every one designed to slide into its proper place with unbeatable ease. YALE does most of the assembly work for you-reduces the final installation job to three simple steps!

Triplex Spindle



Bridge Girder Construction

Automatically places roses and latch case in precise alignment and holds them there, rigidly, an exclusive feature of the H11. (Latch bolt can be reversed, simply by rotating.)



YALE "Twin-Bar" Cylinder for extra security

Here is YALE's latest development for improving tubular lock security-the "Twin-Bar", a disctype cylinder with double side bars. Any attempt to pick this lock causes the side bars to lock tighter than ever.



FOUR MODELS

Entrance doors H11 Passage doors H33

Bedroom doors H34

Bathroom doors H35

[HII is self-aligning, brasstrim-others plain trim, brass plated]

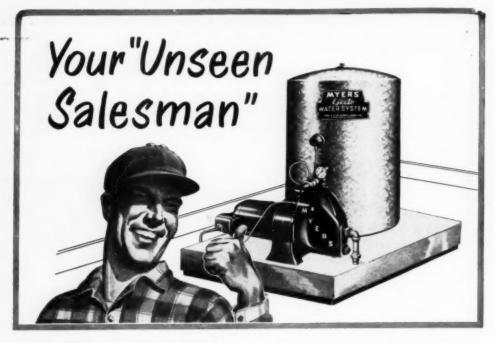
Luxury Styling at a competitive price

As in all YALE hardware, the quality in this residential lock goes far beyond its smartly styled surface. The lockset knobs and roses are brass. The girders are steel, zinc plated and dichromated; the latchcase is steel. Every part, in fact, is built for easier operation and longer wear.



THE YALE & TOWNE MANUFACTURING COMPANY

Stamford, Conn.



A MESSAGE TO MYERS DEALERS:

Inside its rugged, compact casing — unseen and unheard — the world's best water systems "salesman" is working for you.

It's the smooth-running pump that operates any Myers Water System you install. And whatever the type or size, it can be counted on to outperform—and outlast—any comparable equipment.

That's because Myers pays out more to build most value into these pumps. What's more, each and every finished unit is rigidly factory-tested . . . both for durability and capacity ratings . . . and the only passing grade is 100%.

That's why every Myers Water System you sell assures a satisfied owner—and a steady customer. Not to mention the new business sent your way by his praise of Myers quality and performance.





Myers Dealer Aid Program is second to none for variety, consistency and proved merchandising value. Take full advantage of this strong sales support — to tie-in and cash-in on continuous Myers advertising in leading American magazines.

The F. E. Myers & Bro. Co. Dept. W-55,

Ashland, Ohio



"It all adds up in your favor.".



When you add to SSirco SService, the advantages of Reynolds Aluminum Building Products, you always get the right answer—More Sales, Bigger Profits.

Farm and home owners prefer Reynolds Aluminum Products—Roofing, Gutter & Down Pipe, Insulation—because they give lifetime service, need no maintenance, cost far less in the long run. National advertising in leading farm and home magazines is steadily increasing this preference,

and power-packed sales aids are available to help you turn this demand into SALES.

Dependable SSirco SService keeps you "in stock" with lower inventory investment, gives you maximum profits. Even though supplies are limited, you can get good delivery on all items, including all standard lengths of roofing.

Put this powerful SSirco-Reynolds sales combination to work for you right away. Write to your nearby SSirco Warehouse for prices today.



SOUTHERN STATES IRON ROOFING COMPANY

Street, G. Grand, P. S. Street, C. Street, C







THE WAME THAT STANDS FOR QUALITY MERCHANDISK CHANDISK OF OR QUANTITY MERCHANDISK OF QUANTITY MERCHANDISKS.

The entire line of De Luxe Household Metalware — Galvanized Ware, Tinware, Colored Ware, Mop Pails, Ash Cans, Garbage Pails — every item is built to last, built to give a full 100 cents of value for every dollar spent. Your customers like De Luxe quality. You will like the high salability and good profit margin that is yours with Nationally Advertised, nationally-known De Luxe Products.

Talk to your Jobber's Representative about De Luxe today.











Tederated.

Insurance News



Mulual IMPLEMENT and HARDWARE INSURANCE CO. . OWATONNA,

Questions about Insurance?

Ask Sederated's QUESTION (BOX

Q. Is loss by exposure or theft of merchandise while being removed from a building on fire or threatened by fire covered under the fire policy?

A. The insurer is liable for loss by exposure, but not for the loss by theft. The conditions of the fire policy exclude loss by theft.



Egad! Remember the time the woman yelled "just testing" and threw down the piano?

SAFE BETS



N STORING PRECERVES. SHE NEGLECTED ONE DUTY THOSE LOOSE CELLAR SHELVES ... P.S.) TUTTI-FRUTTI !

While You Read This Page

A BUSINESS IS BEING ROBBED!

SUPPORT YOUR ASSOCIATION!

Your association assists its members in securing satisfactory adjustment of disputes with manufacturers, wholesalers, jobbers, railroad companies and collection bureaus. The entire weight of the association is thrown behind you when needed and in just cause. It can lend a powerful hand when you're in need. Support your association and take advantage of its services!

A LETTER FROM A POLICYHOLDER



"Things looked black after my recent fire, not only because of the fire damage, but also financially. Your prompt payment of \$15,881.45 put us right back in business. It enabled us to restock with the minimum of difficulty.

"We don't like to have fires, they hurt business, but when they do occur, it is a real comfort to have a good, sound insurance program with adequate protection. We especially appreciate the fact that our Feder-ated representative, Mr. J. C. Duke, handled our insurance coverages so that they kept pace with our rising inventories.

"We have enjoyed our pleasant business relationship with Federated Mutual and will be happy to recommend your company to any imple-

LUMBERTON IMPLEMENT COMPANY, INC. By J. B. GLEATON

ment dealer.'

There were 1,362,511 burglaries, robberies and thefts last year-almost 3 every minute! Crime losses are estimated at over a billion dollars a year! Protection against seven serious chances of loss to your money, securities, and merchandise, may be had all wrapped up in one low cost package, in the storekeepers burglary and robbery insurance pol-

Losses covered include: (1) robbery within the premises, (2) rob-bery outside the premises, (3) custodian forced to return to premises and open safe, (4) safe burglary, (5) loss of money or securities by burglary, (6) loss of merchandise by burglary, (7) damage to property due to burglary or attempted burglary.

The policy covers each of the seven hazards in the amount of \$250.00. Where the \$250.00 protection is not enough, you can double your pro-tection at half again the cost of the basic policy, or triple it for double the cost of the basic policy. This pro-tection is offered at much less than the same protection under separate policies. Additional protection may be secured against these and other crime hazards under specific policies. The policy should be written for three years payable in advance, to take advantage of the term rate discount.

Your Friendly Federated man will discuss this or other insurance coverages with you at no obligation to yourself. He is a full time representative of just one company-Federated Mutual. He knows his job well and is in a position to advise you soundly on the modern insurance requirements of your business. Federated Mutual writes a full line of insurance for your business, home, and automobile. For the name of your nearest Federated man, write us today.

Often a good education just enables you to get into more intelligent trouble.—Man's Shop, hm, House of Ensign. (Cape Town, S. Africa).

Altho data is meager, it appears the average length of life of prehis-toric man was 18 yrs.—*Midwest Res-*taurant News, hm, Chicago Restaurant Ass'n.



Call Your Jobber Today

This dynamic display . . . a real salesmaker and demonstrator

Free Window Signs Free Sales Literature Free National Publicity

Free Ad Mats



Here's the perfect package to kick off NATIONAL HARDWARE WEEK, APRIL 12-21, and pep up sales all summer long.

ORDER THE HUDSON NO. 4 NEBULIZER PACK-AGE, assortment of all sizes of Nebulizers arranged for easy handling and shipping, clearly identified for easy warehousing.

Each No. 4 Hudson Nebulizer Package contains:

2 doz. No. 208 Super Cloud 2 Window Signs 1 Counter Display 1 doz. No. 333 Super-Fog 1 doz. No. 444 Super-Misty 12 Descriptive Circulars 1 Display Suggestion Sheet ½ daz. No. 409 Super-Rapid Proofs of Ad Mats

WRITE-WIRE-PHONE TODAY

NEW 4-WAY BETTER Nebulizers are the greatest advance in sprayer history

- Easier to use Velvet action—fewer strokes do the job.
- Kills More Pests 20% more knockdown power-25% more kill.
- Cleaner No dripping, no spitting, no mess.
- . Low Cost Most economical spray method.



LIFE, GOOD HOUSEKEEPING, COUNTRY GENTLEMAN . . . millions will read about "Fight Disease, Kill Pests" campaign in these great magazines. This is the strongest consumer promotion ever given hand sprayers on a national scale.

H. D. HUDSON MANUFACTURING COMPANY 589 East Illinois Street, Chicago 11, Illinois

Show them both and you'll sell them both



 Good-looking, well-kept lawns call for both of these Cyclone. "Red Tag" Products
 Lawn Fence and Flower Bed Border.
 Stock them, show them—and sell them.

Call your customers' attention to the straight wires, evenly-spaced mesh and uniform picket tops that assure attractive appearance... the smooth, even galvanizing that means long life.

You can offer your customers Cyclone Woven Lawn Fence in both single and double loop construction . . , in a complete range of heights. In limited quantities, Cyclone Welded Lawn Fence is also available.

The peak of the season is just around the corner. Check your stocks and order from your jobber. Under present uncertain conditions, we are dividing our production as equitably as possible, and jobbers, we feel sure, are doing the same thing.

CYCLONE FENCE DIVISION

WAUKEGAN, ILLINOIS - BRANCHES IN PRINCIPAL CITIES UNITED STATES STEEL EXPORT COMPANY, NEW YORK



CYCLONE "Red Tag" HARDWARE PRODUCTS

TANN LEWIS . MUNICIPAL CROSS . MUNICIPAL CONTRACT AND CONTRACT OF CHICH-UTE BUSINESS . LITERIBLE SIEET W

UNITED STATES STEEL





South Bend

O HOLLOW GLASS

These new rods give you everything you've ever wanted ... South Bend's famous quality for its "sweet" action, balance and accuracy - glass for carefree ruggedness. You'll long cherish your XL® Hollow Glass Rod for the joy it will add to your fishing hours.

Available at your dealer's in popular lengths in both dry fly and bass-steelhead actions, \$22.95 to \$27.50.



OREN-O-MATIC® FLY ROD REELS - the most popular automatic reels made. Balance perfectly with rod. Quiet. Free-stripping. Automatic line brake. Four models. \$9.50 to \$11.50.



EXCEL-ORENO® FLY LINE—for long, easy casts and hard wear. Specially braided, oil processed and impregnated. "Shoots" and floats perfectly. Nylon or silk level, double taper and bug taper sizes. \$2.20 to \$11.

Get This FREE Book Over 100 pages of helpful fishing tips, casting instructions, fish pictures, tackle, etc.

900 High Street, South Bend 23, In



SOUTHERN HARDWARE for MARCH, 1951

Recommend and Sell

DURALL

America's Fastest-Selling ALUMINUM TENSION SCREEN over 2,000,000 now in use!



NATIONALLY ADVERTISED



SEND COUPON TODAY!

NEW YORK WIRE CLOTH CO., Dept SH-3 445 Park Avenue, New York 22, N. Y.

Please send me:

- Full information about DURALL
- Free newspaper mats, folders, etc.

Name

Address

City

State



IVAN is a dyed-in-the-wool Communist. There are only 6 million party members like him in all Russia, yet these Communist brass-hats enforce the iron dictatorship of the Kremlin over 200 million Russians.

He's sold to the hilt on Red ideas. Which means he's out to get you. He believes it's either you or him . . . that the world is too small for both.

Ivan is working hard to beat you down. He has a big head start.

Right now he's got you in a bad spot. Ivan is afraid of only one thing.

He fears your ability to out-produce him in guns, tanks, planes.

Frankly, he doesn't think you value your free system enough to do it . . . to make willingly the sacrifices he has squeezed out of the Russians.

But he's wrong!

Because you and all of us have set out

to build more and better weapons-to do it faster all the time.

We must use every bit of know-how and inventive skill we have to improve our machines and methods-to turn out more and more for every hour we work. Only in this way can we become militarily strong.

But we've got to supply essential civilian

needs as well. We can't allow needless shortages to take prices skyrocketing and lower the value of our dollar.

Sure, that means sacrifices for everybody. But doing this double job well is the only sure way to stop Ivan in his tracks-and to save the freedoms which are ours and which he has never known.

FREE... this important booklet tells you how our American System Grew Great



MAIL THE. The Advertising Council, Inc., 25 West Dent, B. P.

How Americans developed better machines, power and skills to build a great nation . . . Why we have been able to produce nstantly more per hour . How this has given us the world's highest living standard.

Address

How we can meet today's challenge-Why How we can meet today's challenge—Why we must expand our productive capacity...supply arms and essential civilian needs, too. Read how this dynamic procum works in free booklet, "The Miracle of America," endorsed by representatives of management and labor. Send for your free copy today!

Occupation.

This advertisement, approved by representatives of management, labor and the public, is published in the national interest

SOUTHERN HARDWARE





Light your way to MORE WINDOW GLASS SALES

Here's an attractive illuminated sign to flag down window glass customers in your store. Talk about waving the flag—this red, white and blue reminder says, "Wait a minute—you need window glass, don't you? Well, we're headquarters, handling nationally advertised L·O·F Glass, the finest that money can buy. Get those panes here—now."

It's as easy as that—and you've made another profit-building sale. You'll sell more putty, putty knives and glazing points, too.

And of course you'll want a good stock of the easier-cutting L·O·F Window Glass. For advice on what quantities of the fastest selling sizes to stock, call your nearest L·O·F Distributor. He'll tell you how you can get your sales-building illuminated L·O·F sign, too. Libbey Owens Ford Glass Company, 5631 Nicholas Building, Toledo 3, Ohio.



LIBBEY · OWENS · FORD

a Great Name in GLASS

Act Now!

Use this coupon to get full Information on how you can obtain this illuminated sign. IMPORTANT: Mail this coupon to your L-O-F Glass Distributor

Please give me details on how I can obtain my L-O-F illuminated indoor sign.

COMPANY NAME

(Please Print)
STREET ADDRESS

CITY ZONE STATE

REQUESTED BY



BAKER BRUSH COMPANY

Manufacturers of the Finest Painting Tools 83 Grand Street, New York, N. Y. "There's only one"

mother's Own GOOD HOR



KIT OF GREAT DUCK WITH TRANSLUCENT TOCKETS -FOR DOOR OR WALK HANGING -

QUALITY TOOKS FOR USE IN THE HOME BY THE LADY OF THE HOUSE-IN ATTRACTIVE COLORS, GREEN AND YELLOW -

COMPLETES THE MODERN KITCHEN

Packed individually Weight each 514 lbs.

TOTAL RETAIL VALUE COMPLETE \$9.95 (WEST \$10.45)

ASK OUR DISTRIBUTOR'S SALESMEN

THE PECK, STOW & WILCOX CO. SOUTHINGTON, CONNECTICUT, U.S.A.



"Best operators in the business!"



RICHARDS-WILCOX AUTO-DOR®

Electric Operators

open and close garage doors automatically

Here you see the perfect answer for every home-owner who wants garage doors that open and close automatically—the R-W No. 1251 AuT-o-DoR Electric Operator, especially designed for opening and closing sectional or one-piece type residential overhead garage doors.

Easy to Install—R-W No. 1251 Operators come completely assembled in a single carton, ready to install and hook to AC current. Especially recommended for R-W 999 Garage Doors.

Fasy to Service—Long life self-lubricating oilite bearings are used throughout. Roller chain is completely enclosed. Tension of chain is easily adjusted. V-belt drive has automatic adjustment. No special tools required to service any parts in this operator.

Choice of Three Controls—Three different types of controls are available, as shown above. Each type functions smoothly and efficiently. Send for catalog A-87 with detailed information about R-W No. 1251 AuT-o-DoR Electric Operators—write our nearest office today.



Richards-Wilcox Mfg. Co.

AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK - FIRE DOORS & FIRTURES - CARAGE DOORS & EQUIPMENT INDUSTRIAL CONVEYORS & CRANES + SCHOOL WARDROBES & PARTITIONS ELEVATOR DOORS DESCRIPTING EQUIPMENT



OVER 71 YEARS

Radio Contro

IN LINE WITH GOVERNMENT BRISTLE CONSERVATION ...

Wooster announces its

DEFENSE

INCOSTED
BRISTLE 70-30 HORSEHAIR
VV DEFENSE H

OF QUALITY MIXTURE BRUSHES

SELL AN EASIER, FASTER PAINTER



Here's a profit-builder that's catching on with amateur and professional painters alikel Improved Wooster Roll-on Painters feature uniform fabricated sheep'swool covers on either open or closed cylinders. Cover ends are precision-trimmed to prevent lap-marks, and cylinder turns on bronze bearings for smoother performance. Combination outfit consists of Roll-on Painter, metal paint tray with folding legs and special cleaning tool, Replacement covers are available in fabricated sheep's-wool and hard-twist stipplers.

Wooster has begun delivery of a new line of quality bristle-horsehair paintbrushes in all popular medium and longer lengths . . . the Wooster Defense Line.

In full compliance with N.P.A. Conservation Order M-18, as amended January 12, 1951, bristle content in Wooster Defense Brushes will be limited to 70 percent in lengths exceeding 23/8" (clear of ferrule). Bristle-horsehair brushes in ratios of 70-30, 60-40 and 55-45 are being produced.*

It is Wooster's intention to provide in the Defense line the best paintbrushes possible under existing conditions. These brushes will be made with the same care and skill that have always been a part of Wooster Brushes.

For complete information on sizes and types of Wooster Defense Brushes available, consult your distributor representative.

*N.P.A. order applies only to medium and longer-length all pure bristle brushes. Still authorized are Wooster All Pure Bristle Brushes in lengths of approximately 21/4" or less (clear of ferrule). In addition, all Wooster 100% Pure Nylon Brushes are available.

WOOSTER BRUSHES



THE WOOSTER BRUSH COMPANY . WOOSTER, OHIO . SINCE 1851 WOOSTER



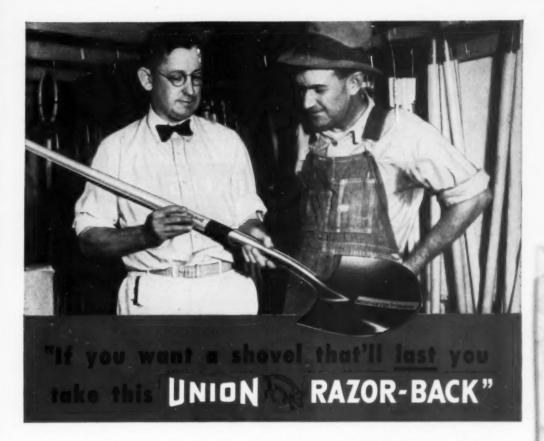


IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH





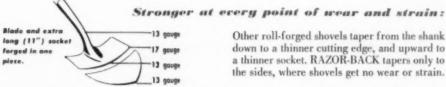
Quality for over a Century 101 Duane Street New York 7, N.Y.



The above 12 words give you the strongest selling-sentence you can use today.

They sell because long service has become the most important advantage you can stress in any product made of steel.

And because RAZOR-BACK - the only shovel with a full-length 13 gauge backbone and tapered sides - is guaranteed to give your customer longer service for his money than any other light weight shovel on the market.



Other roll-forged shovels taper from the shank down to a thinner cutting edge, and upward to a thinner socket. RAZOR-BACK tapers only to the sides, where shovels get no wear or strain.





Only one type, one grade, one price. By stocking only 4 patterns, you can meet 90% of your customers' needs, with the shovel they want, at the right price. Order from your UNION jobber. He can supply you promptly.

THE UNION FORK & HOE CO.

Columbus 8, Ohio

UNION Form and Gorden Tools SPEEDLINE Blue-Handle Garden Tools RED HAWK Farm and Garden Tools



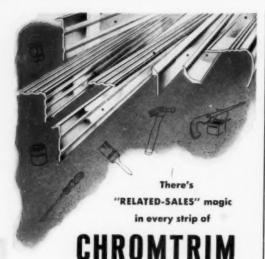
The Mark of Superiority on Tools

write for Catalog No. 49

Millers Falls Company . Greenfield, Massachusetts



H.C. BIGLIN CO., ONC.



You'll sell more of scores of items like those shown, if you re-fill your metal moulding merchandiser with even a small order of CHROMTRIM.

For CHROMTRIM national advertising offers easyto-build home project plans that bring in the customers for CHROMTRIM and 'most everything you sell. It's the only campaign reaching 12,000,000 families, and sure to pay off (customers recognize distinctive, red-wrapped CHROMTRIM).

Contact your jobber for sales helps, folders and re-fills (as you need them) from the "Quick Turnover Group" of CHROMTRIM mouldings shown above.



BIGGEST METAL TRIM AD CAMPAIGN!



	R CO., Inc., Dept. SH. 295 Fifth Ave., New York 16, N. Y. ails CHROMTRIM's dealer plan service (no obligation). I am check):
	() CHROMTRIM re-fills — stainless steel () CHROMTRIM re-fills — aluminum () Complete deal, with merchandiser
NAME	
STORE	
ADDRESS	PHONE
CITY	ZONE STATE



More and more dealers are making more sales and profits by selling McKay "En-gineered" Chain. And with good reasons!

McKay is the one line that meets every customer's complete requirements for chain whether it's for farm, home or shop. It's chain with a "recognized" name in the buyer's mind because chances are he's used the famous McKay Tire Chains on his car or truck. Chain is priced right, too, so that your customers receive full value for their dollar and you get a fair share of profit.

Order and display McKay "Engineered"

Chains now.

McKAY CHAIN FOR EVERY USE

• for Farm . . . Cow Ties - Trace Chains - Well Chain -Lag Chain - Passing Link Chain - Halter Chains - Wagon Chains - Breast Chains -Tie-Out Chains - and many others.



for Home . . . Twist Link Machine Chain . Victor Pattern Coil Chain - Sash Chain - Repair Links -Tow Chains - Tire Chains - Jack Chains and many others.



e for Shop . . . McK-Alloy Chain - Hi-Test Chain - Sling Chain - 888 Ceil Chain - Iron Dredge Chain - Heisting Chain - and many others.

WRITE TODAY FOR COMPLETE DETAILS Ask for Data Sheet on the new McKay "Silent Salesman" and the full line of McKay Chains,

THE McKAY COMPANY 422 McKAY BUILDING . PITTSBURGH 22, PA.

· McKay Metal-Fil • McKay-Rod Electrodes



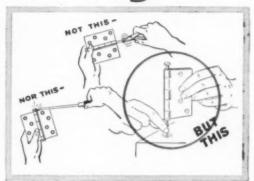


- Mild and Stainless **Welding Electrodes** Industrial and
- Commercial Chain



At last . . . Stanley has developed the hinge that ends all bother! A hole drilled in the lower tip of the new Stanley Button-Tip Hinge makes it easy to tap out the hinge pin.

Point out this new feature to your customers. The hole is a time-saver in hanging doors. It simplifies removing door from frame and eliminates chance of marring finish of butt or pin. Keep a stock on hand, they'll sell fast!



THE STANLEY WORKS, NEW BRITAIN, CONN.



REMEMBER TO THREE HINGES TO A DOOS

HARDWARE . TOOLS . ELECTRIC TOOLS . STEEL STRAPPING . STEEL



How many fishermen in your town have always yearned for a really fine fly rod . . . but never felt they could afford one? Now, you can offer their "dream rods"—at prices they can't afford to pass up.

H-I (and you) let them take their pick from four popular priced Registered Fly Rods . . . each one crafted from the finest selected Tonkin Bamboo. The quality and performance of these lithe, live bamboo beauties stack up with far costlier hand-made rods. They have proved themselves in the hands of thousands of fishermen.

And here's a selling "plus" for you. Send in your customer's name, and the registry number of his rod. We'll make this information a permanent record, in our Custom-Crafted Rod Department. He can buy with confidence...his purchase is protected.

Nationally Advertised

Color page advertisements — and smaller supporting space — will back your Registered Rod selling next month. See your H-I man — or write us—for tie-in display material and special Registered Rod proposition.



HORROCKS-IBBOTSON CO.

UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World



Amazing new clutch control. Mower operates simply by raising or lowering the handle ..., stops of its own accord when operator lets go of handle. Clutch can also be locked permanently engaged for continuous operation. Throttle control for various speeds is conveniently located near the handle grips. Powered by nationally known, 4-cycle air-cooled gas engine.

FOLD AWAY LAWN SWEEPER

Extra large 6½ bushel heavy canvas basket . . . unloads quickly and easily without clogging brushes. Picks up leaves, acorns, grass clippings, etc. 24" brush is adjustable, and revolves on ball bearings. Sturdy bumper bar guard to protect sweeper. Comes completely assembled. Folds

• flat against wall for easy compact storage.

ROTARY POWER MOWER

Extremely maneuverable . . . well guarded. Air foil shaped blade gives smooth 19" cut to fine lawns. All steel frame with removeable blade guard to cut high grass and weeds. Cutting blade of tempered tool steel. Large ball bearing wheels. Powered by nationally known 4-cycle air-cooled 2HP gas engine. For easy storage handle swings to upright position. Also, new HOMKO Trimmer type Rotary Power Mowers.

demand dependable HOMKO
...TRULY A QUALITY PRODUCT

NATIONALLY

WESTERN TOOL & STAMPING CO.

2725 SECOND AVENUE

DES MOINES 13, 10 WA

HERE'S A
PREMIUM SCREENING THAT'S
FIRE-RESISTANT, WILL NOT STAIN
OR RUST-STREAK WHITE SURFACES—
AND IS REASONABLE
IN PRICE!

You sell the BEST when you sell

ALCOA ALCLAD ALUMINUM SCREENING

Because what you sell is a strong, tough metal screening that won't rust red. You sell a premium product that will not stain light paint, requires a minimum of maintenance.

Because rearmament needs come first, the supply of aluminum screening is limited. For information on deliveries, call your supplier now.

ALUMINUM COMPANY OF AMERICA, 826C Gulf Building, Pittsburgh 19, Pa.

Screening of Alcon Alclad Aluminum is woven by these leading manufacturers:

American Wire Fabrics Corp. Chase Brass & Copper Co. Clinton Wire Cloth Company Cyclone Fence Division (American Steel & Wire Co.) Hanover Wire Cloth Company Heilig Bros. Company, Inc. The C. O. Jelliff Mfg. Corp. Keystone Wire Cloth Company New York Wire Cloth Company Pacific Wire Products Co., Inc. Pennwoven, Inc. Spargo Wire Company, Inc. Standard Wire Cloth & Screen Co. Reynolds Wire Company Wickwire Brothers, Inc. Woven Wire Fabrics Division (John A. Roebling's Sons, Co.)

> When you sell aluminum, you make a satisfied customer. He'll be back.

Look for this tag on aluminum screening. Your customer will!

SCREENING MADE FROM ALCOA
ALCLAD ALUMINUM

SELL PFLUEGER REELS and PFLUEGER BAITS

WITH PROTECTED PROFITS

Pflueger SUPREME Reel \$35.00

Pflueger Reels and Baits can keep any fishing tackle department active.

Your profits are protected not only with Fair Trade prices, but by the popularity of Pflueger Tackle among fishermen everywhere. The wide line of Pflueger Reels and Baits best meets every customer desire from youth to any age. Your investment in Pflueger Tackle can make money for you. Pflueger national advertising never takes a vacation.

Ask your jobber

The Enterprise Manufacturing Company Akron, Ohio

87 years making fine Fishing Tackle

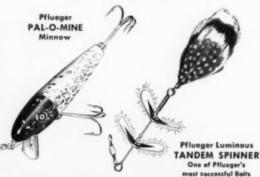
Pflueger SUMMIT Reel \$13.50



Pflueger SKILKAST

\$10.50

MEDALIST Fly Rod Reel \$9.00 to \$13.50



pflueger Advertising is read by millions the year round

PFLUEGER

(pronounced Flew-ger)

GREAT NAME IN TACKLE



DESCRIPTION: MIRACLE Tub-Coulk dries to a white glossy velvel-like waterproof finish within one hour on any surface. Does not yellow even under continued use of harsh securing powers, grazes, acids, or alkalis. Unlike conventional sealers it centains no lime, cement, plaster of paris, or drying eits . . . it is 100% resin. It will remain elastic, plable, and sufficiently sert, expanding or contracting with the joint it seals.

DESCRIPTION: MIRACLE Black Magic ADHESIVE is not just "another glow". It is a heavy-bodied solvent-type mastic — black in color as the name implies — which sets without heat or pressure to a strong, lasting waterproof bend.

Don't compare Black Magic to any transparent cements, pastes or glues now in your store. It is as different from these as day and night — both in properties and uses. Only Black Magic will do the job permanently — indoors or out.

APPLICATIONS:

Use MIRACLE Tub-Caulk for filling cracks between bathtubs or sinks and walls.

Use MIRACLE Tub-Caulk between window or door frames and tile or plaster walls.

Use MIRACLE Tub-Caulk for sealing channels and mouldings which hold tileboard wherever dampness or moisture is a factor.

Use MIRACLE Tub-Caulk for waterproofing around shower stalls.



APPLICATIONS FOR HOUSEHOLD USE:



Eliminates drilling — bonds soap dishes, towel racks, etc. direct to tile and other type walls.



Fastening rubber gaskets, strips, and bumpers on car doors, refrigerators, etc.



Replacing loose tile in walls, floors, mantels, tables, etc.



Acts as a lockwasher or expansion bolt to keep holts and nuts in place and to stop rattling.



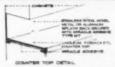
To replace mirrors in compacts -bend glass, etc.



ABRANIE INERES

To attach metal or plastic moulding to sink or counter tops — use TYPE M. To install linoleum on sinks and counter tops or in damp areas — use TYPE P.

MIRACLE BLACK MAGIC ADHESIVE IN THE BUILDING FIELD



To mount nameplates, paper fowel dispensers, metal or clay tile — or metal sheeting for splash-backs and table tops, use TYPE M.

To bend door saddles and thresholds to concrete or metal floors — also to bond abrasive stair treads without necessity of drilling, use TYPE M.

> WRITE TO-DAY FOR A FREE SAMPLE OF NEW MIRACLE WALLBOARD CEMENT

214 EAST 53rd STREET - NEW YORK 22, N. Y.

PENNSYLVANI
FOR 1951

Pennsylvania dealers are getting ready for the biggest year in all Pennsylvania history. And no wonder!

Look at the NAME!

One of the oldest—certainly one of the greatest—names in lawn mowers. Quality leaders since 1877.

Look at the PRODUCT!

Grass-cutting by PENNSYLVANIA—power by BRIGGS & STRATTON. An unbeatable combination in the power mower field. Quality you can demonstrate—and sell.

Look at the LINE!

In addition to the power mower, four hand mowers and the popular PENNSYLVANIA TRIMMER AND EDGER. GREAT AMERICAN—choice of the professional gardener; PENNSYLVANIA, JR.—heavier duty, for use where the grass is tough and the season long; METEOR (5 blade) where steep terraces are a problem and (7 blade) for cutting creeping type bent grasses; PENNA-LAWN—moderately priced for the small-home owner.

Look at the ADVERTISING!

A full page in color in the Saturday evening post—other well-timed color and black-and-white advertisements in the Saturday evening post, better homes & Gardens, American home, Pathfinder, sunset, flower grower, American cemetery—telling, retelling the "Pennsylvania Story" to nearly 12,000,000 readers.

Look at the SALES HELPS!

Consumer pieces "How to Grow a Beautiful Lawn" and "Advice to a Man About to Buy a Lawn Mower"—descriptive folders on each model in the line—window streamers—posters—newspaper mats—everything you need to put on your own seasonal lawn mower promotion.

Order EARLY!

Last year, many dealers could have sold more PENNSYL-VANIAS if they'd had them. Get your 1951 orders in early.

PENNSYLVANIA LAWN MOWER DIVISION

ACCO

1

American Chain & Cable Company, Inc. Bridgeport, Conn. • Camden, N. J.

POWERED WITH BRIGGS & STRATTON ENGINES

T-15-21 inch cut-11/2 HP Engine with rewind starter and tool box

R-15-18 inch cut-1 HP Engine



Great American

—the all 'round favorite





Meteor
—light weight,
aluminum alloy
construction







Trimmer and Edger
—a fast-selling item





 You don't need to imagine 6 brand new aids to faster cellulose sponge turnover. They're here, every single one an ace merchandise mover-and O-CEL-O alone brings them to you all together! From pastel colo counter spe PROFIT TO be ahead I

YOU RECEIVE FREE

6-1C Sponges-20¢ List

WHEN YOU BUY

18 - 1C Sponges - 20¢ List

12 - 2C Sponges - 35¢ List

12 - 3C Sponges - 70¢ List

Deals are (1) assorted pastel colors, Shell Pink, Ocean Blue, Seafaam Green and Sunrise Yellow or (2) all natural color. All packed in new display cortans.

This offer good for limited time only.

List Price

Cost to You

Your Profit \$ 7.68

rs at	no premium price, to a new display carton that saves
ace,	O-CEL-O is making it easier to sell more, AT MORE
0-	with a deal that gives you 44% if you act fast! You'll
by or	dering now.
T	O-CEL-O Incorporated 1200 Niegare Street, Suffaio 13, N. Y.
- 1	Have my supplier send me immediatelydeals at \$9.72.
	Charle and Mixed Postel Colors Natural Color.

Firm Name Address

Supplier's Name

Mr. Jobber: O-CEL-O has a deal for you - write for details

Address

\$17.40

9.72



QUALITY LINE OF

BRIGHT WIRE GOODS

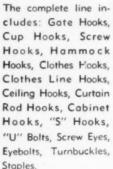
THAT'S EASIER TO SHOW

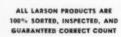
EASIER TO SELL

NOW! It's simpler to stock a larger assortment of stock sizes with a decreased cost, because the Larson quick selling items are packed in labeled boxes one dozen to a gross per box,



LARSON'S BRIGHT WIRE GOODS FIT THE NEED OF EVERY CONSUMER







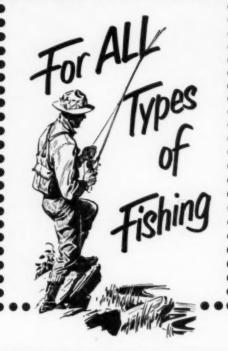




Larson Bright Wire Goods packaged in extra heavy Kraft box, with complete information on label.

Contact Your Jobber or Write For Colorful Literature On Larson Bright Wire Goods

CHAS. O. LARSON CO.



MULTIPLY YOUR SALES WITH THESE VERSATILE



TELESCOPIC RODS

Think of a single fishing rod so versatile your customers can use it for bait casting, fly casting, trolling or still fishing. A rod they can lengthen or shorten at will to suit fishing conditions. A rod they can telescope to a size for easy carrying in car, boat or suitcase. Well, such a rod is the famous BRISTOL Telescopic, originated and made world-popular by BRISTOL. Small wonder these "All-Purpose" rods sell so fast wherever they are on display. BRISTOL Telescopics come in 10 different choices . . . Hexagonal and Round ... with prices ranging from \$3.00 to \$11.95 (tax included).

HEXAGONAL TELESCOPIC ROD NO. 3

This beautiful rod 9' in length when fully extended has four joints. Big feature is the adjustable positive joint lock (patented). This locks joints at any desired length and always in perfect guide alignment.

Nationally advertised by The Horton Bristol Manufacturing Co. Bristol, Conn.

... Originators of the steel fishing rad



VALUES SINCE 1902

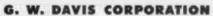
satety clutch

*A good tool is a SIMPLE tool...

And no finer example of mechanical simplicity could be found than Davis' exclusive Flex-A-Matic safety clutch. So simple a child can operate it, the Davis Flex-A-Matic clutch is in reality a V-belt automatic transmission. It eliminates the necessity for a separate clutch-control lever. And brings new ease, convenience and safety to power mowing-Davis power mowing-because only Davis has the Flex-A-Matic safety clutch.

It is but one of many superior features in the complete Davis line-model for model, hand or power-that mean trouble-free performance . . . longer service life . . . greater value for your customers-and bigger profits for you.

See your Jobber . . . or write us for full details.



RICHMOND, INDIANA, U. S. A. . Established 1902



biggest value in 18" power mower SALES LEADING DAVIS SO SO ...

Every quality feature plus exclusive Davis Safety Flex-A-Metic Clutch, Simplest, Safest,

- -Briggs & Stratton and Clinton 1.1 H. P. Engine 6 -- Hyatt Automotive Precision Roller Searrnes
- -Semi-Presmatic Rubber Tites
- -- Flex-A-Matic Clutch with Full Safety Reloace!

SENSATIONAL, NEW Davis Quality

at Low Cost!



Retary MODEL 51
Eliminates hand trimming. Operates in within 15" of walls, feeces, etc. Melches I awm with wently-spread, polyerized leaders, stem, heavy grass, etc. Eagine: Vertical-type Clinton 11's 29 H.P.—Direct drive from governor-controlled engine with fiber safety freches the second state of the se



Heavy-Duty Medel B & S-18 or C-18 Engine: Briggs & Stratton or Continental 1.1 H.P.-Single V-Belt Drive serves as clutch, Roller Chain Drive countershaft to real. Controls: Direct. conveniently located hand lever for V-belt idler. Fings tin throttle control. Timben Tanered Adjustable ller Bearings on reel shaft. Crucible Chrome Alloy Mades, Explusive Davis Single-Scrow Adjustont. Cutting width 18". Value leader in its cla

Heavy-Duty Model B & 5-22 or C-22 Engine: Briggs & Stratton or Continental 11/2 N.P.— Simple, accessible Dual V-Belt Drive serves as clutch. Roller Chain Drive countershaft to Controls: Direct, conveniently located hand lever for clutch. Finger-tip throttle control. Timken Tapered Adjustable Roller Bearings on reel shaft. Crucible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. Today's best buy in a

heavy-duty mower with 22" cut.

*Exclusive Davis Safety FLEX-A-MATIC CLUTCH



A V-Belt Automatic Transmission! Eliminates necessity for separate clutch-control lever. Fully automatic. Safety release manually controlled. Clutch controlled by throttle lever. Precision-made unit . . . No adjusting required.

> DAVIS UNIT EXCLUSIVE! PATENTED!







4-Square MODEL 66

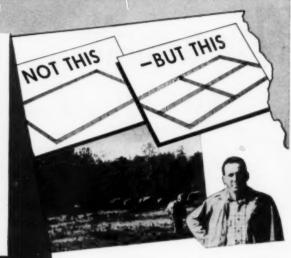
New! Improved! Smartly Designed • 10" Wheels • Semi-Preumatic Rubber Tires . Five 6" Reel Blades . Four Spiders . Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut . Wood Handle with Metal Handie Irons . Davis Unit Boxed . Color: Canary Yellow with Canter-bury Blue Trim

Whispering MODEL 77

Streamline Styling • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reol Blades . Four Spiders . Automotive Roller Bearings . High Carbon Steel Lipped-Edge Cutter Blades - Size: 16-Inch Cut - Tubufar End Metal Handle with Plastic Grips . Davis Unit Boxed . Color: Comber Green with Gold Tron

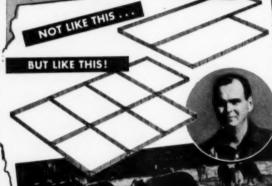
"A GOOD **FENCE PLAN**"

helps build your business



A GOOD FENCE PLAN BOOSTS PROFITS"

SAYS MR. R. W. WICKER, GRAY, GEORGIA



"A GOOD FENCE PLAN SAVES US PLENTY OF MONEY AND TIME!"

says Mr. J. A. Pitts, Gray, Georgia

• Our current American Fence advertising to your customers offers convincing evidence to prove that a good fence plan saves a farmer's time, labor and expense.

And we demonstrate to your customers that they will get the most out of a good fence plan when they choose the South's favorite farm fence—U·S·S American.

When the farmers in your area begin to modernize their fence arrangements, you will find them in your store to buy the

fence they need.
"A good fence plan" is a long range campaign to help make southern farm operations more profitable. And it's a sound campaign which will produce more business for you in the years ahead.

TENNESSEE COAL, IRON & RAILROAD COMPANY

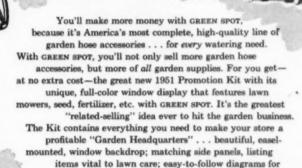
GENERAL OFFICES: BIRMINGHAM, ALABAMA . DISTRICT OFFICES: BIRMINGHAM . CHARLOTTE . HOUSTON . JACKSONVILLE . MEMPHIS . NEW ORLEANS . TULSA



AMERICAN FENCE INESEAL V-Drain ROOFING

Make Bigger Profits with this Bigger Line

of garden hose accessories!



window set-up and counter display; window banners; give-away booklets on lawn watering; counter card; dealer newspaper ad service; and other free sales helps. GREEN SPOT will mean greenbacks for you, if you see your wholesaler now.



BIGGEST GARDEN GOODS WINDOW IDEA!

Feature not only GREEN SPOT, but all "related sales", in his unusual manufacture display that boosts all garden goods. You can get this display, and the wealth of other sales helps, through your wholesaler —no assortment to buy, no fixed minimum order required.



IT'S THE

WEATHER-MATIC

WEATHER-MATIC's the new queen of automatic sprinklers! Polished chrome arms ride on ballbearings. Nozzles have distance markings for watering any circular area from 10-50 ft. Rustproof. Moving parts brass.





GARDEN HOSE ACCESSORIES

SPRINKLERS - FAN SPRAYS - HOSE NOZZLES - QUICK CONNECTORS COUPLINGS - HOSE MENDERS - CLAMPS - NIPPLES - GOOSENECKS



Remington Dealer Letter





CONN

BRIDGEFORT

TARGET PISTOLS ON TRACTORS

Big news in the pistol business, according to an article we read recently, is the tractor-borne varmint shooter. It seems that a lot of farmers are mixing plowing with plinking, and keep a trusty 22 holstered to the steering posts of their tractors.

As they chug over the landscape, the noise of the tractor flushes all manner of varmints. And the farmer is ready. Out of his holster comes the pistol, a couple of shots break the rural quiet, and another varmint bites the dust.



The sport has its serious side, too. Varmints eat through a lot of precious crops. The farmer is the guy who picks up the dinner check. A couple of well-placed Remington "Hi-Speed" 22's are a lot cheaper than a varmint's weight in corn. The list of animals and birds classed as pests is formidable. Varying with the locality, it includes: crows, prairie dogs, woodchucks, etc.

Like so many sports, tractor varmint shooting can become a fad. You might start the snowball rolling by suggesting it to a few of your sports-minded farmer customers, with a word of caution, of course, if the farmer has youngsters in the family. If the idea takes hold with your farmer customers, it will do pleasant things for your 22 pistol and Remington "Hi-Speed" sales.



Here's a guy with lots of potential. He may be standing in front of your gun counter tomorrow. He'll be a bit timid in the world of men. It's new to him. But he'll finally screw up his courage, point a finger at a 22 rifle, and say, "Can I see that one?" It behooves you to win his friendship.

If he's interested in shooting, it's likely Dad will see things the boy's way shortly. That means one 22 rifle sold, plus ammunition. In a couple of years he'll be a full-fledged hunter, and in the market for a shotgun or a big game rifle. From there his interests may lead to target shooting, big game hunting or one of a dozen gun sports.

Adding it all up, he's your best potential gun and ammunition customer—well worth a few minutes' time and patience.

Your advertising

A few months ago Remington ran a onecolumn advertisement in a big farm magazine. It competed for readers with elaborate automobile ads, tractor and implement ads, household product ads competition similar to that which your ads face in your local newspaper. Advertising readership of the issue was checked by a national research organization. To the surprise of a good many savvy advertising men, Remington's simple one-column ad attracted more male readers, on a cost-per-reader basis, than any other ad in the magazine.

This survey was no surprise to us. Research has shown that gun advertising gets terrific readership. There's no trick to it. It isn't necessary to lure men into a gun ad with pictures of babies, dogs or pretty girls. We tell the story simply, with a good-size picture of the guns.

What is true of our advertising, applies equally to yours. Include guns and you'll get more readers. More readers means more sales. If you're making up

an ad containing a lot of items, include some pictures of guns.

If you need electrotypes, dealer advertising mats, write us. We will send you the latest copy of the Remington electrotype catalogue showing electrotypes of all Remington products. Write to Advertising Section, Remington Arms. Company (Inc.), Bridgeport 2, Conn.



The corn will be green at Rube's this spring. He's just after getting hisself a Remington Crow Curer.

Southern HARDWARE

Hardware and Allied Lines - Farm Operating Equipment

Vol. 120

March, 1951

No. 3

T. W. McALLISTER, Managing Director RALPH E. KIRBY, Editor SADA N. WILLIAMS, Assistant Editor

BARON CREAGER, Southwestern Editor (1866 National City Bidg., Dallas, Texas)

O. A. SHARPLESS
Business Manager

J. A. MOODY Production Manager

CONTENTS

Editorial	41
Editorial	**
Garden Shop	43
Bonus Plan	45
Prospects for Supplies	46
Product Information the Hard Way	48
Power Lawn Mowers	49
Television Advertising	50
Kentucky Convention	
Successful Sporting Goods Shows	53
Oklahoma Convention	54
Tri-State Convention	55
Washington News	58
Business Trends	68
Industry News	70
Wholesalers News	74
New Products & Sales Promotion Material	78

FARM EQUIPMENT SECTION

Stock Control Plan	87
Chemicals on the Farm	90
Mid-South Convention	92
Virginia Convention	94
Carolinas Meeting	98
Mar-Del-Va Meeting1	00

ANNUAL SUBSCRIPTION-\$1.00

E. L. Rogers, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959; J. C. Cook, 333 No. Mitchigan Bivd. Chicago, Ill., Phone: E-4-413; A. E. C. Smirti, 696 Caxton Hilg., Cleveland 15, Ohio, Phone Cherry 1-7352; J. D. Parsons, 185 Jorunslew Road, Cohasset, Mass., Phone: Cohasset 4-0159; W. C. RUTLAND, P. O. Box 825, Gastonia, N. C., Phone: T\$90; J. B. Charpell, 427 W. Box 825, Castonia, N. C., Phone: T\$90; J. B. Charpell, 427 W. ISHERSOO, 418 Alexander Ave., Drexel Hill, Pa., Phone Clearbrook 94536.

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ROYAL

Gas Wall Insert Heaters are Beautiful

Royal model #1202



Royal Gas Wall

Insert Heaters are the heaters with all the EXTRAS. A salesman's dream—the best of quality at the right price. Your customers will readily see that this heater, installed in the wall of their bathroom, kitchen or other small rooms, will be a great convenience and space saver. Beautiful finish and surprisingly low price help you close the sale.



AMAZINGLY SIMPLE INSTALLATION HELPS SELL THESE HEATERS!

Plumb in gas line, Altach Royal brackets to wall studs. Insert 1-piece welded combustion unit. Connect gas line, fasten on front assembly. Insert rodiants. Attach grill. Put removable control handle on shalt and heater is ready for operation!



Royal model #202



ROYAL WALL INSERT HEATER, 8000 BTU Size #202-Front Panel 121/2" x 20" #1202-Front Panel 151/4" x 20"



ROYAL CHEF BARBECUE GRILL

Have you received your catalog sheets on the Royal Barbecue Grill? This handsome line is making sales history. 3 popular sizes. Folds for storage, Many excellent sales features. Write today.

ROYAL MAKES A FULL LINE OF THE FINEST GAS MEATERS
Write for illustrated literature and name of your nearest Royal distributor.
Quality and price make our line the hottest in the gas heating field.

CHATTANOOGA IMPLEMENT & MANUFACTURING CO.



am sold on all PEE-GEE products"

H. R. BRYANT

PAINTING and DECORATING

Truth or Consequences, New Mexi September 20, 1950

Peaslee-Gaulbert Paint and Varnish Co. Louisville, Kentucky

Dear Sirs:

I feel it my duty to write your company regarding your great Sealkoatt and Flatkoatt combination.

I'we been in the contracting business for thirty years and I can truthfully say that in all that time I've never worked a sealer so complete in hide, workability and true sealing on all surfaces. In fact, some of my customer have been fooled badly enough to think that the surface was finished when only the Sealkoatt had been applied! it very successfully in my enamel undercoat. No ropurfect and a perfect foundation for the enamel coat. As freely and holds a solid color regardless of deep ton. In fact, I am sold on all Pee-Gee products

Sincerely yours.

MRBy

That's customer satisfaction . . .

the kind that PEE-GEE dealers turn to profit!

> Mr. Bryant's letter is more than a handsome tribute to two Pee-Gee products. It typifies the longstanding and ever-growing response from the contractors in the field . . . whose income depends upon the kind of job they do for their customers.

> Sealkoatt and Flatkoatt are great products . . . but no more so than all the rest of the top-quality Pee-Gee line-such as Onekoatt House Paint, One-

koatt Semi-Gloss and Onekoatt Enamels. And for the ever growing needs of color-minded customers, Pee-Gee offers dealers the Library of Colors and the new Flatkoatt Deep Tones!

We'd like to talk with you, man-to-man, about the profit advantages of handling the Pee-Gee line. Why not write now? Some dealerships are open.

PEASLEE-GAULBERT PAINT & VARNISH COMPANY 223 N. 15th Street, Lowisville, Kentucky



CONFUSION UNDER ESA CONTROLS

THE PRICE-FREEZE regulation issued on January 26 was no hurriedly prepared document. It had been expected since the upward price spiral started last summer. The agency designated to prepare and administer the regulation was established some six months ago. And in preparation for price control the voluminous annals of OPA were available to the Economic Stabilization Agency.

Yet, the ink was scarcely dry on the Government's price-freeze order before the need of changes and amendments became apparent.

There was, for instance, the obvious need of

some relief for those business concerns which had made a conscientious effort to operate in accordance with the voluntary price control program announced by the ESA in mid-December.

That program simply did not work. It could not have been expected to work. There were too many who remembered the difficulties experienced under the OPA, in cases where selling prices were based on inventory cost rather than replacement cost. They were aware, too,

that one should follow a consistent policy—that if selling prices are based on replacement costs in a declining market, safety requires the same policy in a rising market.

Accordingly, the price spiral continued merrily upward after December 19. The rate of increase was greater than it had been in the preceding months. Announcement of a voluntary freeze probably added fuel to the inflationary fire, with its apparently clear implication that a mandatory price freeze could be expected soon.

So, as should have been expected, there was widespread confusion as the General Price Ceiling Regulation took effect in late January. One basic reason was explained in the regulation itself, in a reference to the "lag between a change in prices at one level and a corresponding change at the next level of production and distribution."

From the ranks of the retailers, where so frequently it was found that the selling prices on many items were not in line with current replacement costs, came urgent requests to the ESA for relief. Probably by the time this comment appears in print, such relief will have been granted.

A similar need for relief was found in some wholesale trades. For instance, one southern wholesaler reported that on approximately 20% of the lines handled, price changes were made effective by suppliers following the voluntary freeze. Others reported that it would be necessary to discontinue some good lines unless selling prices could be revised in line with replacement costs. For as late as mid-February, notices were still coming in of factory price advances effective prior to January 26.

There is, and for some time has been, urgent need for an effective program of stopping or re-

tarding inflation. ESA officials probably are doing about as good a job as could be done with the tools they have. They are to be commended for giving prompt attention to the problems of the retail, wholesale and service trades. And they are to be commended, too, for their frank recognition, in the price-freeze regulation itself, that a price freeze is an attack on the symptoms rather than on the disease—that a price freeze does not end the danger of inflation, and to be effective must

be backed by firm fiscal and credit measures.

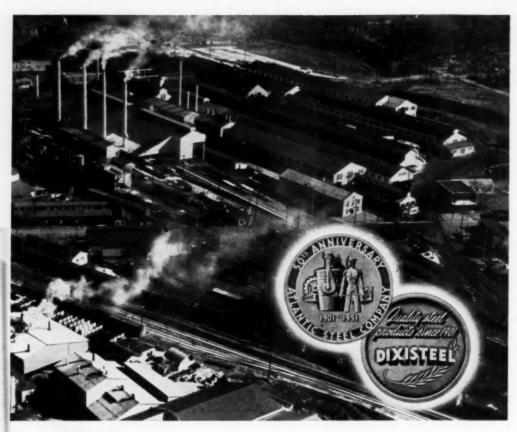
It is probably true, as Marriner S. Eccles, member of the Federal Reserve Board, told a congressional committee in late January, that a wage freeze and strict curbs on banking credit would have eliminated the need of any over-all price control. But now we have it, and it will be necessary to do what we can to make it work.

However, there can be no effective curb on inflation so long as government plays to political favorites in price and wage control.

In the Defense Production Act of 1951, which authorizes price and wage control, there is evidence of political pressure in the provisions which now make it impossible to hold down the prices of most farm products. And the wage freeze was immediately followed by an amendment specifically designed to permit of a last-minute wage increase of \$1.60 a day to John L. Lewis' mine workers. Price control just won't work with preferential farm-labor policies.

Meantime, those who feel that socialistic government controls are desirable should take a long look at our difficulties under ESA controls.





ifty years of steel making IN and FOR the SOUTH

March 5, 1951, marks the Golden Anniversary of Atlantic Steel Company.

From a small mill rolling hoop for rosin barrels and ties for cotton bales, employing only a handful of men, Atlantic Steel Company has grown into a full-fledged steel mill producing 65 different products in thousands of sizes, and employing more than 2,000 men.

Today the name DIXISTEEL is known throughout the South and from California to New England.

Founded by a small group of business men

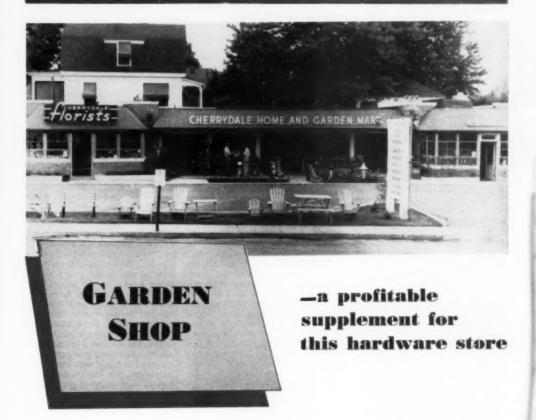
who had faith in the future and a desire to help build the South they loved, Atlantic Steel Company stands today a tribute to their vision.

Through all these years—through three major depressions and two World Wars—Atlantic Steel Company has been guided by firm business policies that have stood the test of time.

We enter our second half-century with the greatest expansion program in our entire history—the best evidence of our continued faith in the future and the South.

ATLANTIC STEEL COMPANY

ATLANTA, GEORGIA



A N EYE-CATCHING garden shop, launched in 1948 as a closely tied-in supplement to the Cherrydale Hardware Company, Arlington, Virginia, not only yielded a yearly volume of \$50,000 in 1949 and \$75,000 in 1950, but it has increased sales volume in the hardware store by 10 percent.

Morris Sitkin opened the garden shop in 1948, specializing in plants adaptable to the Virginia climate. Occupying a lot 117 x 75 feet, adjoining the hardware store, the shop is readily accessible to the highway and with its outdoor displays of lawn furniture, varied plants, and pottery presents an attractive picture to passersby.

"Back in 1947, and even earlier, I believed that with increased incomes, people would be spending more money on their homes, especially in a rapidly-growing area such as Arlington; and that gave me the idea of adding the garden shop," Sitkin said. Good profits from the hardware store provided the means for building the shop, he added.

"I knew precisely what I wanted in a garden shop. Once when I was driving on Long Island, I saw a garden shop on the highway, with everything out in the open and plenty of parking space out in front. Outdoor shrubbery and plant displays arranged with garden furniture—an outdoor salesroom. Even the housed garden supplies were on open shelves for everyone to see. The design of my

garden shop now closely resembles those."

The center building, used for garden supplies, tools and equipment, occupies 50 x 22 feet of the space designated for the project. The two L ends comprise the pottery shop and nursery, 20 x 35 feet each. All other space is devoted to outdoor displays and sales areas, with a 75 x 35 foot frontage for parking

Supervised by a horticulturist with two assisting salesmen who are experienced in gardening, the Cherrydale Home and Garden Mart offers a garden maintenance and landscaping service, rental service, and consultation service, in addition to a variety of garden furniture, pottery, garden tools

Lyman M. Moore. right, assistant manager of the Cherrydale Home & Gar-den Mart, helps a customer select a popular and profitable garden shop

Delivered to more than 10,000 homes in Arlington, Va. price lists have received great re-sponse and helped establish the substantial garden shop volume



1950 Price List



PLANTS . LANDSCAPING . ROSES GARDEN POWER EQUIPMENT GENERAL GARDEN SUPPLIES CUT FLOWERS

You can make your home beautiful and enjoyable by correct planting, whether it is a new home shrubbery has become overgrown.

Experienced personnel in our store will gladly advise on the best and most suitable plants and their arrangement on your grounds. This advice is free and entails no obligation. We are fully ed to handle all phases of lawn and garder maintenance.

Our show grounds and sales yard contain to tine evergreens, shade frees and flowering tribs from which to select. Should you require some particular plants not in stock, our extensive access to many selected sources enables us to fill your requirements.

The roses offered here are the kinds which The rores offered here are the kinds which have proved most valuable in this area. The trults have been velocted for their value in the home garden. [Our 5 in 1 apple, for example, which bears five varieties of fruit no not tree, is excellent and particularly recommended for the nome with a small yard. No finite ever rates better than that fresh from your own plant. We will help you select the linds best suited to your needs. needs.

Our large stock of seeds include vegetable. Our large stock at least incuse vegetable, flower and lawn seeds by the leading growers in this country as well as the finest bulbs imported direct from Holland. We have also a very complete line of garden tools, equipment, fertilizers. and spray materials.

Cherrydale HOME AND GARDEN MART 3725 LEE HIGHWAY . ARLINGTON, VA Open Sundays - 10 to 4

MARCH THRU JUNE

and implements, and wide assortments of plants brought from the North Atlantic, South Atlantic and Gulf states. Roses from Texas, house plants from Florida, evergreens and shade trees from the Princeton nurseries in New Jersey-all are gathered under the outdoor roof of the mart, where they will thrive under the soil and climate conditions of this locality.

Under the shop's consultation service, a home-owner may bring in a sample of his soil for analysis, and bi-monthly a representative from a garden supply firm makes a chemical study of the soil sample to determine the property lacking, whether an acid or over-acid condition is required for the plants in the customer's garden.

Home-owners also are encouraged to bring in samples of diseased foliages for analysis. There is no charge for this service; but it establishes the Garden Mart as a center of help and advice for personal gardening problems and leads to sales that are backed up by service.

"You have picked up azaleas or rose bushes at roadside stands, and if they didn't grow, then it was just too bad," said Sitkin. "We're here to back up whatever we sell, and we'll do all we can to help our customers' gardens.'

For its garden maintenance and landscaping services, the Cherrydale Home and Garden Mart maintains a crew of four men, who, on

an hourly, per-job basis or yearly contract, will roto-till, mulch, level off, fertilize and seed a lawn in the fall, return in the spring to fertilize and water every two or three weeks in dry weather, if necessary, during the home-owner's absence. Any type of landscaping will be undertaken. Estimates are given free, and costs depend on the size of the job.

The home-owner who seeks assistance in planning a garden will be given a rough sketch which incorporates her ideas with modifications and suggestions, free of charge.

Fertilizer spreaders, seeders, lawn rollers, and other garden implements are rented for the day. week or week-end.

With its garden shrubbery and glass-paneled windows and doors, the shop brought in only \$3800 worth of business during the first three months of its existence. With a payroll of \$200 a week, it was sustained by the hardware store. At this point, Sitkin opened a promotional campaign, printing and distributing 5,000 folders that introduced residents in the immediate area to the garden shop. A picture of the shop and its layout, together with a map locating it, was shown.

"The results of that opening gun were negligible," said Sitkin, who had simultaneously run advertisements in the three big Washington

(Continued on page 52)



Left, an employee of McGee-Ross Hardware Co. receives a bonus check from Hugh C. Ross, president and general manager. Below, Secretary-Treasurer W. C. McGee looks over the bonus plan ledgers

Bonus payments from funds accumulating in the "kitty" are paid quarterly. Each employee's share is determined by dividing the firm's total three-month's payroll into the "kitty." This figure provides the employee's share-perdollar-of-salary in the bonus fund.

This share is then multiplied by the number of dollars in the employee's salary, and this sum is tripled to obtain the bonus due the employee for the full quarter. For example, if an employee's share-per-dollar-of-salary is 30 cents, and he earns \$100 per month, his monthly bonus for that quarter will be \$30, or \$90 for the quarter. In this manner, every employee benefits according to his ability and tenure of service, because salaries are naturally based on these two factors.

A FTER FIVE years of successful operation, a bonus plan that permits employees to share in the store's profits according to their individual salaries continues to prove its worth at the McGee-Ross Hardware Co., in Jackson, Tennessee.

Applying to the store's 20 employees, including office workers, truck drivers and porters, the system has served as an incentive for employees who normally would not be concerned with soliciting business. "Even the porter sometimes comes in with a nice order," explained Secretary-Treasurer W. C. McGee, who now manages the firm with Hugh C. Ross, president and general manager.

Each year the company sets up a fund large enough to take care of all anticipated expenses. The total is determined by the previous year's expenses and expected increases. The base sales for the coming 12 months are then estimated by averaging the base sales for the previous three years. Then the sales are broken down month-by-month and an anticipated monthly percentage of the year's total sales is derived by using the three-year average as a yardstick.



In this manner, each month is assigned a certain percentage of sales. The expense fund is then deducted from monthly earnings on a pro-rata basis.

All employees are informed of monthly bases, and the company sets aside 12 percent of all gross profits from sales in excess of the monthly bases, for a "kitty." During the winter months, employees' total bonuses occasionally exceed their salary for a given period. And bonuses for the higher paid employees frequently exceed \$100 per quarter.

This quarterly bonus system is more satisfactory and provides greater incentive than an end-of-

(Continued on page 62)

Manufacturers take a look at the

Prospects for Supplies

S SUPPLIES of basic metals for A use in civilian products are further restricted, supplies of hardware merchandise, in the remaining months of 1951, will be affected in varying degrees. Already, the use of such metals as copper and aluminum has been banned in the manufacture of a long list of consumer products including numerous hardware items. And the future availability of basic materials for the manufacture of civilian merchandise will be determined, in large measure, by the urgency of the defense pro-

In view of the natural apprehensiveness of retail dealers in regards to the future availability of goods, SOUTHERN HARDWARE asked a number of leading manufacturers of hardware products to comment on the prospects of supplies during the next few months. Their replies—based on the situation in mid-February—are quoted below.



WE EXPECT TO ship to our customers for civilian needs in the first six months of this year more hammers, hatchets and axes than we shipped in the corresponding period of either 1949 or 1950, but not as many as they are ordering.

It will take us into May to complete our present orders for either hammers and hatchets or axes. We have increased production considerably. However, orders, in spite of a slow start in the first half of January, have exceeded this increased production by more than 20%, so that our unfilled



We are not taking on any new customers and are allocating our production among our present customers in accordance with their past purchases. Our customers need not feel apprehension in regard to getting somewhat more than their normal requirements of the past two years from us, but we cannot supply them with enough for any considerable building up of inventories.—Fayette R. Plumb, President, Fayette R. Plumb, Inc., Philadelphia, Pa.



ALL MANNER OF appliances and consumers' durable goods will be affected by the government's action in connection with such vital metals as copper, nickel, cobalt, zinc, etc.

The aluminum situation is not altogether determined as yet but

IN response to a request from SOUTHERN HARDWARE. several leading manufacturers here give their views on the prospects for supplies of their respective lines during the coming months. Several others from whom statements had been requested replied that the situation, at the present time, is too confused to venture any comment on what the prospects are.

it is all on allotment now and these allotments have been cut 80% for January, 75% for February and 65% for March. Just what the second quarter allotments will be has not yet been definitely determined, but they certainly will not be increased over the 65% for March and quite possibly will be reduced. (Editor's Note: An amendment to NPA Order M-7, issued Feb. 1, 1951, prohibits, after April 1, 1951, the use of aluminum in numerous civilian products including lawn mowers.)

The full effect of the war effort has not been felt as yet, but as war production picks up momentum, merchandise will become more critical and all hardware items will be definitely affected.—Walter C. Davis, President, G. W. Davis Corporation, Richmond, Indiana.



STEEL GOODS (farm and garden tools) are now being delivered by the manufacturer to the wholesaler and by the wholesaler to the hardware retailer in sufficient supply to satisfy the consumer demand this spring. No shortages are as yet apparent.

If dealers will confine their purchases of steel goods to normal requirements and from their regular wholesale sources, there should be no occasion for shortages this year. An effort to buy now, however, in anticipation of the 1952 season, and a tendency to pyramid orders, would disrupt the normal processes of supply.

Dealers should, however, anticipate next year's needs late this summer and place their orders early with their regular source of supply. This will permit the manufacturer to convert his available raw materials into the proper tools to meet all needs and deliver them in good time for seasonal requirements.

This practice, along with normal buying procedures as to quantity, should result in ample farm and garden tools for all.—John T. Mains, Vice President in Charge of Sales. The Union Fork and Hoe Co., Columbus, Ohio.



THE RESTRICTED USE and availability of such items as zinc, bronze and aluminum weaving is definitely affecting our production of insect wire screening, standard hardware cloth and poultry netting to the extent that we are unable to produce maximum capacity and are, therefore, obliged to distribute our production on a strict allocation basis in an effort to partially satisfy the requirements of our customers.

While most of our items, particularly insect wire screening. have definitely been established as essential products in our economy from a health standpoint, we are obliged, nevertheless, to produce insect wire screening within the limits of available materials as prescribed by the various M orders issued by NPA. While various M orders indicate the current use of a certain percentage of such materials used during a base period for civilian production, it is frequently difficult, nevertheless, to obtain the material to which you are entitled from a supplier because of the influx of DO rated orders which require preferred consideration in most schedules .-W. F. Sewert. Sales Manager. Hardware Products Department. Wickwire Spencer Steel Division.



New York, N. Y.

My Thoughts on general conditions are that the government will endeavor to permit chain manufacturers to operate for civilian use on a percentage of about 65% of a base period. Balance of our capacity will be consumed with DO orders. Eventually industry will doubtlessly be supplied with limitation orders and probably we will be forced into allocations.

With the existing price freeze a wholesaler has no reason to buy

materials for speculation, and I believe that there will be sufficient materials to go around, provided the wholesaler does not attempt to inflate his specifications.—W. D. Kirkpatrick, American Chain & Cable Co., York, Pa.



DUE TO THE National Production Authority's curtailment orders on aluminum, nickle and copper base alloys, the manufacture of fishing tackle will be greatly restricted during the coming months. Certain of our lines must be withdrawn from the market within the very near future unless something in the international picture changes so that these orders may be amended to permit the use of these materials.—R. H. Balch. President. Horrocks-Ibbotson Co., Utica. N. Y.



UNLESS THERE ARE developments which we do not now foresee, the raw materials which are used in the manufacture of asphalt and asbestos building materials (asphalt shingles, roll roofings, asbestos roof and siding shingles, etc.) will be in free supply. It is our belief, therefore, that the production of our industry as a whole will equal, perhaps exceed, the production of 1950.—Stanley Woodward. Executive Vice President. The Ruberoid Co., New York, N. Y.



THE SUPPLY OF Insect Wire Screening is being rapidly affected by the defense program which is getting into high gear. The cutbacks are beginning to appear during the current six months, January through June, 1951.

There will be dislocation in production of the various grades of screening. For example, galvanized screening is being curtailed 20% by the zinc order M-15 issued by NPA. Bronze screening production is curtailed by NPA Order M-12, limiting consumption of copper. Effective March 1, a 20% reduction over the base period will be effective. A 35% reduction over the base period will apply to aluminum screening beginning March 1, and the cumulative effect of these reductions will begin to appear in the trade during April, May and June,

On the other hand, building construction will be tapering off to some degree and with it the tremendous demand for wire screening should be subsiding somewhat. It is recognized that over 60% of screening production is required for maintenance and repair and with this in mind the NPA is giving early consideration to the problems of the wire screening industry with the thought that production should be maintained at a reasonable rate and defense orders should be equitably distributed to avoid serious dislocation to the civilian trade.

We believe the foregoing represents a new pattern which can be expected from a production point of view for our industry and the cutbacks, although serious, should still allow enough production to take care of normal civilian needs.—Stuart M, Jones, Vice President in Charge of Sales, New York Wire Cloth Co., New York, N. Y.

* * *

OUR PRODUCTION OF shovels and steel goods is contingent upon receipt of materials covered by orders placed in conformity with allotment of suppliers. Practically all suppliers advise the necessity of a reduction beginning next month due to a substantial increase in volume of DO rated orders. But until accurate information is received we cannot determine procedure.—H. Cunningham, Executive Vice President, Ames Baldwin Wyoming Co., Parkersburg, West Virginia,

* * *

Unless the war picture shows a radical change in the next few months, the amount of diversion of industrial capacity for armament and defense will be small and our civilian economy in 1951 will be much larger than in any year except possibly 1950 or 1949.

In connection with chain, the war economy thrusts additional responsibilities upon the chain manufacturer. Fortunately, however, jobbers are now buying and operating their businesses on a common-sense and factual information basis and purchasing what they believe will cover actual chain needs for a 90-day period.

Unless this country becomes involved in all-out war, the chain industry should secure adequate amounts of steel to take care of their regular jobbers' normal 90-day requirements. The steel mills are now required to accept only 25% of their monthly capacity for DO rated orders.—David J. Gemmell. Executive Vice President and Director of Sales, Cleveland Chain & Mfg. Co., Cleveland, Ohio.

PRODUCT INFORMATION ... the hard way By Baron Creager

L AST SUMMER, standing in the middle of a glittering and inviting display of lawn tools and equipment, we were thoroughly impressed with the product knowledge and convincing manner of a somewhat elderly salesman.

This display consisted of about everything useful in garden or yard—hoes, rakes, spades, shears, clippers, gadgets for this and that, sprinklers simple and inexpensive and sprinklers complicated and costly, rolls and rolls of brightly colored hose, edgers hand motivated and electric driven, and mowers, without power and with power.

Sales Technique

Two power mowers of competitive make constituted the center of attraction at the time. Several well-dressed men were gathered there and all of them were obviously shopping for a power mower, comparing their accumulated information on a number of makes with the two on display here.

Squatting down on the floor, then up and around to the other mower, pointing here and there, explaining this and that, was the somewhat elderly salesman. His name is J. Carl Smith.

And as we stood and listened to the prospects empty themselves of questions we realized that this salesman was outstanding in the amount of knowledge he had about these products. Apparently there was nothing he did not know about either mower. And there was something behind his answers and his explanations that we could not satisfactorily identify at that time. Something that made him so utterly convincing.

It is not so important that we saw Smith sell at least one of those mowers that day. Our point is that what we overheard standing there on the sidelines completely sold us on the salesman. There was a lasting conviction that one could get accurate and dependable information from Smith. So we kept going back to him. We cultivated Smith and gradually we got it out of him.

Smith believes that until a salesman knows everything there is to know about a product it is foolish for the salesman to attempt to sell that product. So Smith gets his product knowledge the hard way.

Home Test

He has his own home, his lawn, flower beds, shrubs. He also has a work shop, well equipped with tools. When a new product, such as a lawn mower, for example, is offered to his store, Smith has the mower sent to his home. There he takes it apart, finds out how it is built and what it is made of. Then he puts it back together and subjects it to every challenging test he can conceive.

Meanwhile, the store buyer is awaiting word from Smith. If Smith is satisfied in every respect, he gives the word and the store takes on the line. That is about what happened in the case of a power mower, one of which was sold that day.

The factory man was trying to sell the mower to Smith. The factory man mentioned that this mower was equipped with an extremely tough steel cutter bar and an equally tough steel reel. If the householder, while running this power mower, lodged a stick, a stone or even a piece of scrap iron between blade and cutter bar, the mower would not be damaged. So said the factory man.

But Smith doesn't believe anything about a product until he tries that product, and he challenged the factory man.

Tries the Product

"That's a pretty broad claim," Smith suggested. "You say even scrap iron won't hurt the blades of this mower. Well, let's just take this mower back to the gun shop. They have old iron and stuff back there We'll see."

So they took the mower to the gun shop where the factory man cranked it up. Then he took an old rifle barrel and, with the mower running full speed, he stopped the mower by jamming the rifle barrel into the revolving blades. Not once, but four or five times. Then, to prove his point, the factory man fed sheets of paper into the running mower and the mower cut the paper like you would with scissors.

"But even then," adds Smith, "I (Continued on page 64) When discussing mowers with prospects, salesmen at Sam Speir Hardware Company are prepared to mention many pertinent facts which might result in a quick sale

By J. H. Reed

Developing^{*}the market for

POWER LAWN MOWERS

HE POWER lawn mower is no longer a luxury item for large land-owners. Today it is a modern convenience, well within the reach of every home-owner—and a profitable item for the diligent hardware dealer who develops the market for a growing lawn mower trade," according to H. Haddow, manager of Sam Speir Hardware Company in San Antonio, Texas.

Sam Speir Hardware Company has developed a substantial volume in power lawn mowers, despite the fact that it sells only on a cash or 30-day basis, rather than extending credit for longer periods, as many of its competitors do.

In discussing the various mowers with prospects, the company's salesmen are prepared to mention many pertinent facts which may influence the sale of a unit.

One big selling point is that with yard men now getting from \$5 to \$6 a day for their services, a power mower will pay for itself in a single season, which, in San Antonio, lasts at least nine months.

Another point mentioned is that the owner of a power lawn mower can cut his entire lawn, even a big one, in an hour—an important factor in a climate which is often 100 degrees F. during a mid-summer day. During the "cool of the evening," a home-owner may cut his lawn with little time or effort, if he has a power lawn mower. And this, perhaps, is the most successful sales argument offered.

Prices Reasonable

As for the prospect's ability to afford a power lawn mower—Haddow points to the sale of television sets in San Antonio during the past six months, at prices ranging from \$125 to \$250.

"This," he said, "is well within, and often below, the price range of power mowers. Yet, which gives the most real service? It isn't often a question of whether or not a prospect can afford a power lawn mower, it is a question of convincing him that the purchase of such a mower offers the most practical

labor and money saving investment. That's the way we train our salesmen to sell power lawn mowers, and that's the way they sell them."

The company realizes that many San Antonians have been using hand lawn mowers for generations, know what they can accomplish, and have a tendency to be skeptical of the new power units.

For this reason, salesmen do not high-pressure customers into buying a power machine, even though convinced that it is much the best buy. But the power units are featured prominently at all times, and salesmen are quick to point out their advantages over the old hand mowers if a customer appears interested. Naturally, a salesman would rather sell a power unit for \$115 than a hand one for \$26.50-but the firm long ago learned that a customer only "salesman sold" is only half sold, and that it is better to let him convince himself of the advantages of a power machine.

(Continued on page 62)





Lauhon Gets Big Results from

THERE'S a big future for hardware dealers in the use of television as an advertising medium, according to Waldo Lauhon of the Lauhon Hardware Company, Tulsa, Oklahoma, who has discovered already the value of television as a volume builder.

Operating a hardware store at the edge of the Tulsa business district, Lauhon has seen his business volume grow seven times in three years. Television, of course, has not accounted for all of the growth, but it is contributing more and more to the business that comes into the store.

"Television will get results for any hardware dealer who uses it intelligently," he pointed out, "particularly where the city has only one station. You naturally get results then, because every television set owner has to look at your advertising."

Television

Lauhon now spends 50 percent of his advertising budget on television advertising. For the comparative dollar expenditure between television and newspaper advertising, he pointed out, the average dealer can never hope to be able to use enough space to compete with the large department store full-page advertisements. On television, no matter what he spends, the dealer will have the full and undivided attention of the audience.

Lauhon sponsors a 30-minute program over KOTV in Tulsa each week. In addition, he uses television spot announcements after a network television program on appliances. Between 35,000 and 38,000 sets within KOTV's area tuned in for these broadcasts.

The weekly program, known as the Lauhon Musicale, features singing and dancing by youngsters from various schools and sections of the city. It appears on Wednesday evenings during the top-program period. Costs run \$180 per program for station time and between \$75 and \$100 for talent. The average announcement costs \$40.

Lauhon believes that any hardware dealer who is considering television advertising should sponsor good local talent, rather than film programs. He has found that his program featuring youngsters, with all arrangements taken care of by choral club and teachers, is the most effective television program he could use.

"This type of program will have terrific reception and interest," he pointed out, "because it will have the interest and appreciation of thousands of youngsters who appear on the program and of their relatives who see them sing and and dance on television.

"There is always more interest in youngsters' talent than in any other kind. People who buy the merchandise you sell in your store want to see these youngsters, particularly if they are related. Not a week goes by but what scores of people come into my store and tell me how much they enjoyed the program and how much they ap-



Company sponsors a weekly 30 - minute program known as the Lauhon Musicale and featuring singing and dancing by youngsters from various schools and sections of the city. Lauhon believes that programs featuring good local talent, rather than films, is the most effective television program he could use. City-wide interest thus is generated

"Whatever you decide to sell must be photogenic," says Lauhon. Merchandise, such as appliances shown at far left, must be easy to explain and demonstrate. Company concentrates on appliances. At right, a teenage group performs for the television audience

By Ernest W. Fair



Lauhon advises all dealers trying television advertising to edit
all advertising copy carefully.
He requires announcers to visit
the store to enable them to get
in the swing of hardware selling. He also believes that copy
—and announcers— should be
changed frequently

ADVERTISING

preciated seeing them on television—and they buy merchandise, lots of it, when they come in.

"Whatever you decide to sell over television, it must be photogenic," Lauhon cautioned. "If it isn't, do not attempt to sell it over television. Remember, too, that the merchandise you show must be easy to explain, smooth to handle, and easy to demonstrate, whenever possible. We have found appliances a natural and have concentrated heaviest on them.

"And you have to watch your advertising copy. When there is a bad program, people will blame the station; but when your advertising is bad, they will blame you.

"Another thing the hardware dealer must do, if he wants his television advertising to sell, is edit the copy himself. One small mistake, either in copy or display. can cause a dealer untold misery. Neither station writers nor announcers are hardware or appliance men, so you must check every word of copy and every scene.

"Also, we have found that it pays to require announcers to come into your store and see how selling works. In radio, an announcer, if he has a good voice delivery, needs little else. But in television, he not only has to be a good announcer, but he also has to be a good salesman. In fact, he has to be every bit as good a salesman on that screen as he would have to be in your store."

Lauhon also warns that the dealer should check prices closely, both in the copy and on displayed merchandise being televised, Members of the television audience often take down the prices.



Lauhon believes that an effective program is one that offers something different all the time, as well as different announcers from time to time. People will not continue to pay attention to the same announcer week after week.

"When your own advertising begins to wear on your nerves, you had better change it," he said. "No matter how good it may be, if it is the same old thing all the time, people will tire of it. And remember, too, when a story is told in the fewest words, the results are always best."

Waldo Lauhon and Leslie Allen purchased the store in 1941, incorporating it as the Allen-Lauhon Hardware Company. The following year, Lauhon purchased his partner's interests in the business.

The future of his store, 75×150 feet, looks brighter today than ever before, he said, and television advertising, which has been so successful for him in the past, will continue to be so in the future.



Lauhon Hardware Company is located on a business corner at the edge of Tulsa's business district. Store building which measures 75 x 150 feet has large signs across front and side. Television advertising has helped considerably in the seven-times growth of the business in the last three



Newly-elected officers of the Kentucky Retail Hardware Association, front row, left to right: Gus E. Hank, Jr., retiring president; Joe Kirchdorfer, Jr., new president: K. O. Cayce, first vice president. Back row, left to right: D. W. Laws, secretary-treasurer, and T. C. Meade, second vice president

Kentucky Convention

THE QUESTION of markups during the price-freeze received strong emphasis during the 51st annual convention of the Kentucky Retail Hardware Association in Louisville, February 6-8.

Homer C. Lewis, of the Office of Price Stabilization in Louisville, told the dealers that they must obey the letter, as well as the spirit, of the price-freeze order.

"If you can't sell an item at a profit under the freeze, don't sell it at all," he cautioned the delegates. However, he said, the government probably will provide relief soon in cases where the pricefreeze would mean below-cost selling.

In contrast to Mr. Lewis' address, Rivers Peterson, Indianapolis, managing director of the National Retail Hardware Association, observed that more than one hardware dealer maintained his usual markup during the World War II freeze, figuring that he would be ahead, even if he were fined.

"I grant you that this is illegal," he said, "Certainly I think every retailer should observe at least the spirit of the regulation. I believe he observes this spirit if he doesn't increase the percentage of his markup."

Despite shortages, Mr. Peterson forecast "good sales and good profits in 1951." But he cautioned that the net may be cut considerably by taxes. It looks like the "hair-shirt boys" (what he termed officials who believe that the government should be tougher on civilians than it needs to be, in order to convince the civilians that "there is a war on") are in complete control in Washington," he said. And Washington, he pointed out, will keep a lot of items out of use, allegedly for military needs, when actually the armed forces do not need the items.

He warned that taxes will be

higher than ever before. This, he said, would be all right, if all the new revenue were going for defense. But actually, "the long-haired men and the short-haired women" in Washington want higher taxes in order to make this country into a socialistic state, he warned.

Adron Doran, speaker of the House in the last session of the Kentucky Legislature, urged the dealers to "participate in the affairs of your government as never before."

William C. Gordon, a representative of *The Saturday Evening Post*, spoke on the subject of "What National Advertising Can Mean to You."

Hugh C. Ross, Jackson, Tenn., and Charles Zimmer, Jr., Covington, Ky., led a panel discussion on management and personnel relations; while Herman Keller, president of the Indiana Retail Hardware Association, and Holly Skidmore of Elizabethton, Ky., led a discussion on personnel relations and merchandising.

Newly-elected officers include: Joe Kirchdorfer, Jr., Louisville, president, to succeed Gus E. Hank, Jr., of Paducah; Kenneth O. Cayce, Hopkinsville, first vice president; T. C. Meade, Paintsville, second vice president; Dwayne W. Laws, Louisville, secretary - treasurer; Clyde S. Gibson, Pineville, and Holly Skidmore, Elizabethton, directors; Leon B. Parker, Newport; Gus E. Hank, Paducah; Cecil Skidmore, Cynthiana; and B. F. Norfleet, Harrodsburg, advisory board.

The association's 51st annual banquet and floor show was held at the close of the convention.

Garden Shop

(Continued from page 44)

daily newspapers.

A few months later, he issued a price list of evergreens, hedge plants, flowering shrubs, fruit trees, perennials, roses, garden tools, etc., to 10,000 homes in Arlington. An inserted coupon entitled the bearer to a discount, if brought in on Sunday, Monday or Tuesday. The response was tremendous. On Sunday, customers with price lists in their hands browsed around the shop, checking off items as they ordered. Between 10 A. M. and 4 P. M. that day, some \$2,000 worth of business was transacted.

This convinced Sitkin that direct mail was his best means of promotion. The mailing cost about \$500 Broken down, it amounted to \$100 for postage, \$200 for printing, and \$200 for addressograph operations.

"One customer alone paid off for the whole mailing," Sitkin said. "He comes in regularly now and has more than justified our highest hopes in direct mail."

In January of 1950, the Cherrydale garden shop invested \$100 in cut flowers. Direct mail again was used to promote them throughout the area. On Decoration Day, the shop's volume amounted to \$250; on Mother's Day, \$500; on Easter Sunday, \$1,000. Though still carried by the garden shop financially, the cut flowers department is expected to increase in the fall of the year, when outdoor gardening ceases.

Successful Sporting Goods Shows

Anderson, S. C.

A TTENDANCE reached a new high for the third annual sporting goods show held by Sullivan Hardware Company, January 9-10 in Anderson, S. C.

Dealer buying also was reported as the "heaviest ever." Twentytwo booths laid out in a semicircle featured the products of more than 40 manufacturers.

Products were demonstrated by manufacturers' representatives and appropriate movies were shown to visitors.

Memphis, Tenn.

M ID-SOUTH hardware dealers got an eyeful of the latest in fishing equipment at the second annual sporting goods show held by Orgill Brothers & Co., in Memphis, Tenn., January 8-21.

This year the show was entirely an Orgill Brothers exhibit—no manufacturers being present—and more than 4,000 items were displayed.

John Hunter, buyer for the company's sporting goods department, reported that the show "exceeded all expectations," with more than twice the volume of sales recorded last year.

The show was moved to Jackson, Miss., on January 28 and also was shown in Little Rock, Ark., February 12-14.



Products of more than 40 manufacturers were exhibited at the Sullivan show. Above, manufacturers' representatives demonstrate their lines





Approximately 4,000 items were displayed at the Orgill Brothers & Co. second annual fishing equipment show in Memphis. Tenn. Jan. 8-21. A sales volume twice as large as last year's was reported. The show was moved to Jackson. Miss., later in January and also exhibited at Little Rock. Feb. 12-14, during the Arkansas Hardware Association convention



New officers of the association, seated left to right: J. Dewey Clemens, past president and member of the advisory board; C. L. Murphy, retiring president, and Stewart Martin, president elect. Standing, left to right: R. K. Thomas, secretary-freasurer; Wallace Kelley, first vice president; J. H. Harlan, director. Not present for the picture were O. D. Fenimore, second vice president; and Directors L. P. Rice, Clyde Reynolds and Lin Baggerly

as does J. Dewey Clemens, past president from Ardmore.

Before turning the reins over to his successor, President Murphy, in the president's annual message, said he doubted that he could tell his associates in the same business, anything about conducting that business.

"But operating a retail store in this crisis," he continued, "calls for sound thinking and planning. We must be ready to change our policy on short notice. We must keep our heads and learn to take what comes.

"This is no time to cut down on our advertising and promotion and we should be careful to maintain a complete stock, yet without overstocking. And remember, we will be competing with the grocery store and the department store for the consumer's dollar."

Carl A. Miller of Kendallville, Ind., vice president of the National Retail Hardware Association, reviewed association activities and said that since it is impossible to see far ahead, planning in the retail hardware store must of neces-

A CUTE concern over the future of the American way of life and especially some of its more taken-for-granted aspects, was expressed by a parade of speakers, with the majority from within the two industries, who addressed the forty-eighth convention of the Oklahoma Hardware and Implement Association in Oklahoma City last month.

The material outlook, food stocks and crop production of the nation and the course of the American ship of state received particular attention. And speakers who called attention to unpopular conduct in Washington were more frequently interrupted with spontaneous applause,

Although registration figures were not available at the convention's end, this was one of the most heavily attended meetings in history of the association and delegates evidenced constant interest in the annual merchandising show, from which they were barred during business sessions.

This show, with the displays of 122 manufacturers and distributors filling all available space in two floors of the Municipal Auditorium, apparently bore out the claim of R. K. Thomas, secretary-treasurer, that it is the biggest state association-sponsored show of its

OKLAHOMA CONVENTION

kind being held at this time.

In the closing business session a capacity attendance confirmed the judgment of a nominating committee headed by Clyde Stipes of Oklahoma City.

Thereupon, Stewart Martin, first vice president, of Okmulgee, moved into the presidency, succeeding C. L. Murphy of Stillwater.

Wallace Kelly, director from Tulsa, was promoted to the first vice presidency and O. D. Fenimore, unable to attend the convention, continues as second vice president.

Four directors were re-elected. They are L. P. Rice of Watonga, J. H. Harlan of Enid, Clyde Reynolds of Carnegie and Lin Baggerly of Beaver. These directors and the officers will later fill the vacancy on the board created by promotion of Kelly. Past President Murphy continues to serve the association as a member of the advisory board

sity be on a day-to-day basis. "We don't like controls, of

"We don't like controls, of course, but it is our duty to cooperate with our government and do all we can to win the peace," he added.

"And in these disturbing times you should find some reassurance in the fact that your wholesaler, because of experience, is a better supplier than he was in World War II. You will do well to make your supplier your purchasing agent."

Miller declared there are unlimited opportunities for the hardware dealer in lines "to which we have heretofore given little attention," but warned that "although we pride ourselves that we are independent retailers, we must avoid being independent in dealing with customers."

With the subject, "Your Future is Great," Bruce Burgess, merchandising manager of the Union

(Continued on page 56)

Tri-State officers, left to right, seated: Grady Thompson, retiring president: E. C. Armstrong, president: elect; R. P. Isaacs, vice president: L. A. French, director, Standing: Marshall D. Shepherd, executive secretary: Directors Ivan Boxwell, Homer Estlack, Julius Cox and E. W. Branch. Director Jess W. Miley is not shown



TRI-STATE CONVENTION

Rollowing the trend in thinkevident apprehension lest the Government forbid use of travel and
other facilities for conventions in
1952, members of the Tri-State
Hardware and Implement Association converged on Amarillo, Tex.,
in greater numbers than ever before for their annual convention,
February 12 and 13.

From New Mexico, the Oklahoma and Texas Panhandles and from Northwest Texas, the concentration of dealers set a record for the 42 years of organization with a registration of 1,400.

Yet the four business sessions drew less attendance and this year the annual banquet was not the usual sell-out, dealers being more interested, apparently, in the opinions of suppliers on availability of merchandise and in the displays of the small-scale merchandise show in The Herring, headquarters hotel.

In the closing session of the convention President Grady Thompson of Hobbs, N. M., retired to the advisory board, being replaced by E. C. Armstrong of Clovis, N. M., as the association followed without dissent, recommendations of a nominating committee for which Carl Harrison, past president, reported.

This report also elevated R. P. Isaacs, a director of Clayton, N. M., to the vice presidency, succeeding Armstrong; and Marshall D. Shepherd of Canyon, Texas, con-

tinues as executive secretary.

One new director representing New Mexico was chosen, He is Jess W. Miley of Roswell.

Four Texas directors were reelected. They are L. A. French of Quanah, E. W. Brasch of Levelland, Homer Estlack of Clarendon, and Ivan Boxwell of Dumas, Julius W. Cox, of Boise City, Okla., was also re-elected.

Following a Sunday morning breakfast before the convention opened, members of the Panhandle Hardware and Implement Travelers (PHIT) club promoted R. E. Bruse from vice president to president, in which office he succeeds Cliff Harris, and C. G. Stinson was named vice president. The perennial re-election of Murray Elson as secretary-treasurer was again accomplished without incident.

Directors of the club are Newt Riggs, newly chosen, and five holdovers—Ted Foster, Lonnie Griffin, Carl Hill, Jr., Jack Husband and L. B. Pinkerton. The club dedicates itself to entertaining suppliers and dealers during the convention.

Seven speakers, six of them from within the industry, appeared before the convention and one assured the delegates he felt quite at home in the frigid norther enveloping the Texas Panhandle metropolis. He is Bon D. Grussing, advertising and sales promotion manager for the Minneapolis-Moline Power Implement Company, Minneapolis, who at the outset

characterized America's real problem as the emergency consciousness of the Federal Government.

"And you had better pay some attention to it, too," he continued, "for these are actually normal times and there is no emergency. We had better have a Webster or some one re-write the definition of 'emergency'.

"Mainly because of the development of agriculture machinery, America has made more progress in the past 100 years than was made by all mankind in all the ages. That was also brought about by the willingness to work and ability, and dismissal of the idea of something for nothing. But America is now in real danger, for all past great civilizations perished when the burden of taxation reached and passed the 25 per cent mark."

Grussing also found danger in the mass movement from the farm to the city and he enumerated ten points as the basis for the American business man's philosophy.

Previously, in the association president's annual address, President Thompson had declared that this year brought one of the greatest of challenges, but expressed the opinion that such a challenge is now nothing new to Americans.

"Hardware and implement dealers learned during World War II," he added, "the fallacy of isolating themselves and their business during an economic attack upon their existence. They were impressed by



PHIT club officers, left to right, seated: Murray Ellson, secretary-treasurer: Ralph Bruse, president elect: C. G. Stinson, vice president, and Cliff Harris, retiring president. Standing: Directors Lonnie Griffin, Carl Hill, Jr., and L. B. Pinkerton. Directors Newt Riggs, Ted Foster and Jack Husband are not shown

the fact that their interests could best be served in a crisis by uniting and standing together.

"In this challenge the paramount factor that confronts the individual dealer-member today is that of management, for a recent report points out that 84.6 per cent of all business failures is due to lack of managerial ability."

F. L. Mize, head of the department of management at Texas Technological College, Lubbock, discussed "Employee Drought Ahead" and, pointing out that em-

ployment is now at its highest peak, inquired where America would get the people to double production or even increase it by 25 per cent.

"It is true," he conceded, "that facilities for production, because of additions to plant capacities since the last emergency, are much greater than in our previous difficulties, so we will not be hampered by the need for vast construction."

He predicted that many women will be pressed into industrial pro-

duction, that there will be fewer farm deferments and that it is possible the Government may freeze every worker in his job.

M. F. O'Neil, dealer relations manager for the Firestone Tire and Rubber Company, illustrated the different viewpoints of individuals with a lighted glass panel bearing letters, "THIO."

He said one man would interpret this to mean "the honeymoon is over," another would get from it, "the heat is on" and the pessimist would read it backwards, getting "only I have trouble." But the optimist would interpret the letters to mean, "today has its opportunities."

"That is the reassuring viewpoint," said O'Neil, "for yesterday is a cancelled check, tomorrow is a promissory note, while today is cash money."

He declared that a 50 per cent selling presentation entitles the customer to a 50 per cent price.

W. M. Ostenberg, superintendent of schools at Salina, Kansas, delivered the inspirational talk of the convention, entitled, "America at Mid-Century."

C. A. Washmon, implement dealer of Harlingen, Texas, discussed "Today's Challenge to Retail Management" from the implement dealer's viewpoint. He is a director of the National Retail Farm Equipment Association and a director of the Texas Association.

Oklahoma Convention

(Continued from page 54)

Fork and Hoe Company, delivered a convincing message of reassurance on the material situation as far as his company's products are concerned.

"Our position is far stronger," he asserted, "than it was back in those hectic days and I am sure that the conditions among our competitors are the same.

"We have already felt the tinge of mortality in our labor and we have brought back a large number of women into our operations. However, if dealers and wholesalers cooperate and permit us to properly project our manufacture, there should be no shortage if we refrain from speculative buying."

An address with the most direct impact for the farm equipment industry was that of A. King McCord, president of The Oliver Corporation, who cited industry production already seriously curtailed by material shortages.

"But we have a friend in the agriculture department this time," he added, "that we did not have before. This may be in our favor, but our only hope is in early and effective government action. We stand a chance of being properly rated, but not in time to get production equal to that of 1950." He added that investments in new plants by most companies since World War II had created manufacturing facilities entirely adequate to meet demand if material is available.

J. K. Garner of Greenwood, Miss., president of the National Retail Farm Equipment Association, had the topic, "Today's Challenge," but he merely toyed with a prepared address, preferring to intersperse extemporaneous remarks with colloquial comment and anecdotes, Referring to a previous presentation in which Socialism for America was described as a possible ten years away, Garner said:

"Unless you do something about

it personally, it's not ten years away. We're only about four wagon greasings from Socialism and you know what I mean," the speaker said.

A feature presentation of the convention was programmed, "It's Time To Sell," and this made use of an electrically-lighted display on the stage, with panels on which were listed the distinctive features of "The American Way" compared with "The Communistic State" and "The Paternal State."

The presentation was dramatized with the help of lights flashing on the display, by three speakers who followed a prepared text. The speakers were: R. E. Jaquier, International Harvester branch manager at Oklahoma City; J. M. Griffin, executive vice president, Modern Tractor and Supply Company, Oklahoma City and B. G. Hays, sales manager, John Deere Plow Company, Kansas City, Mo. This presentation included a "bill of duties" for every American citizen.



Washington News

. . Orders, Regulations, Priorities

Use of Nickel Banned in Hardware Items .

FURTHER move to conserve nickel for the expanding defense program has eliminated the use of this metal in a wide range of non-essential civilian items including a number of hardware products.

The new order issued by the NPA amends Order M-14 which had permitted the non-defense consumption of nickel during the first quarter of this year to 65 percent of the average quarterly use during the first half of last year.

The new order lists products in which nickel silver or nickel plate may not be used beginning March-1, and items in which nickel bearing stainless steel or high-content nickel alloys may not be used beginning April 1.

Hardware items affected by the order include: roofing, drain-boards, flatware, table and range tops, sporting goods, toys, piping, valves and fittings, food mixers, hand tools, hinges, door hardware, screws, tacks, nails, etc.

All cases involving the use of nickel not affected by the amendment will continue to be covered by the 65 percent limitation of the original order.

Paint Brushes to Contain Substitute Materials . .

To conserve supplies of hog bristles, 90 percent of which had come from China, the nation's manufacturers of paint brushes and other bristle products must begin to use some filler materials, according to a recent directive of the NPA amending order M-18, issued temporarily to keep hog bristles in normal channels of distribution.

Under the amendment, brushes and other bristle products requiring bristle longer than 25% inches must now contain at least 30 percent, by weight, of filler material. Horsehair and nylon are commonly used substitutes.

The amendment also limits to

Order to Simplify Hardware Design

AN ORDER to provide for simplification of hardware design and to conserve critical materials for defense production is under consideration. The NPA has advised members of the Builders Hardware Industry Advisory Committee that such an order would be similar to a World War II hardware simplification order with adjustments made for recent changes in production practices.

120 days the inventories of hog bristles which brush manufacturers may maintain. Hog bristles may not be sold to anyone except a dealer, dresser or manufacturer of brushes or other bristle goods.

Aluminum Use Banned in Hardware Products

Use of aluminum in a long list of hardware products has been restricted by the National Production Authority in an amendment or Order M-7, set up originally to conserve the metal.

The revised order lists more than 200 less essential items in which aluminum may not be used after April 1. It does not permit the use of aluminum in the manufacture of decorative or ornamental items, or the use of more or better grade aluminum than is necessary for the functional operation of any item.

Hardware items included are: buckets, pails, kitchen utensils, lawn mowers, doors, hollow ware, roofing, harness, hardware, toys, bicycles, storm windows, etc.

File Manufacturers Outline Production Requirements .

MEMBERS OF the Files and Rasps Industry Advisory Committee met recently with officials of the NPA to discuss the problems of meeting the heavy demand for files brought about by the defense program.

Industry representatives said that the stocks of files normally kept on hand by distributors throughout the country are rapidly being depleted because of the manufacturers' inability to obtain sufficient quantities of high-carbon steel and high-content steel alloys. They said that inventories of steel used in making files are below the normal working level and asked NPA for aid in obtaining necessary supplies as needed.

ESA Order Freezes Wages; Flexible Policy Expected

A COMPANYING the control of prices (details on page 68), the Economic Stabilization Agency's General Wage Stabilization Regulation 1 freezes all "wages, salaries and other compensation" at Jan. 25 levels. The regulation calls for new employees to be paid at the rates in effect Jan. 25 for the jobs for which they were originally hired.

A more flexible wage policy is expected and even now raises for merit or for length of service can be given. And higher rates can be paid to promoted employees.

No prior approval from the Wage Board is needed if the employer had such a plan prior to Jan. 25.

Even where such a plan has not been established, an employee can be raised for merit or for length of service provided he has not been so raised during the previous 12 months. Also, the raise must be granted on the same basis as last year. And a promoted worker must be given a rate of pay customary for the job.

PLAIN TALK ..

about your 1951 Profit Opportunities in the Roofing Business

Present restrictions on new home building need not restrict your own opportunity for profitable roofing business.

Consider these facts:

- According to best estimates a total of 800,000 new housing units will be built in 1951. This, itself, is a pretty good-sized market in any year, yet...
- 2. It represents only a part of the total roofing market in prospect for this year.
- 3. The BIGGER part—much BIGGER part—will be reroofing, maintenance and repair.

Yes, people are going to need new roofs on their houses . . . and people are going to have money to buy them! Money that might otherwise be spent for hard-to-get consumer goods is available for home-improvements and repairs.

You can claim your share of this ripe market by selling and applying Barrett* Asphalt Shingles. The Barrett line includes not only a wide variety of "conventional" shingles but also top-flight, exclusive design, lock-type shingles. Barrett* Shingles are approved by Underwriters' Laboratories, and meet every requirement for superior reroofing at moderate cost—values your competition just can't beat.

Don't put it off—get in touch with Barrett today! Let your Barrett representative give you full information as to products, prices, deliveries, advertising and promotion backing that really help you sell.



THE BARRETT DIVISION

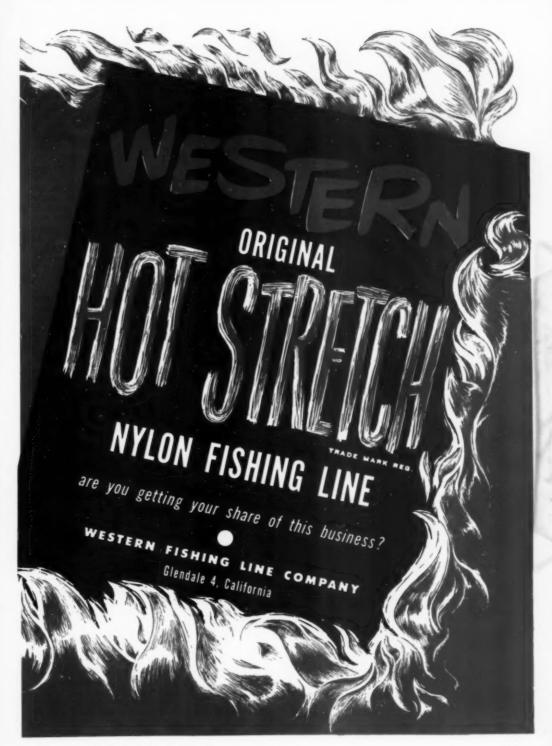
ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

205 W. Wacker Drivo, Chicago 6, III. 1327 Eris Street, Birminghom 8, Alu. 36th St. & Gray's Ferry Ava., Philadelphia 46, Pa.

*Reg. U. S. Pot. Off.

hottest selling line in AMERICA



3 BIG REASONS WHY THERE'S SUCH DEMAND FOR GREENLEE CHISELS

FINE-CUTTING, DURABLE

EDGES for long-time, accurate performance on a wide variety of work. The blade of every Green Edges of special-analysis, high-grade steel . . . expertly formed and heat treated . . . highly polished. And then carefully inspected for top quality throughout.



design makes it extra easy to guide and hold blade exactly where wanted. Just the kind of fine tool making you can always expect from Greenler.

PLASTIC-SEALED FOR PROTECTION

From factory to your customers, this heavy protective coating shields GRENNLE blades ... protects them from shipping and handling damage, seashore and other humid conditions. Eliminates costly stock maintenance for you ... keeps your chisel inventory in perfect shape ... brings

full value to the user.

When you sell Greenler, you can be sure you're selling top quality always. Write today for complete information on Greenler Chisels and these other high-quality tools: Auger Bits, Expansive Bits, Car Bits, Gouges, Draw Knives, Turning Tools, Spiral Screw Drivers, Automatic Push Drills and many



more. Ask for new Hand Tool Quick Reference File.



STOCKED BY LEADING WHOLESALERS

GREENLEE TOOL CO., 1823 HERBERT AVENUE, ROCKFORD, ILLINOIS

Bonus Plan

(Continued from page 45)

the-year share in profits, because employees are able to earn extra cash throughout the year, instead of in a single lump sum, officials of the company point out. Also, interest in increasing sales is maintained at a fairly equal level the year-round. Especially during the summer months, when business is slack, is this true. Employees "stay on their toes" to keep sales high.

Under the McGee-Ross bonus system, each employee receives a share from every sale made, after the month's base has been reached. With this arrangement employees might seem to receive less direct reward for their individual efforts, McGee pointed out, but he does not believe that this policy has reduced the employee's efforts.

The oldest employees with the greatest following do not "hog" the greatest percentage of the bonuses. Employees in the firm's various departments cooperate with fellow-employees by providing them with sales tips, etc., which they would not do, if there were rivalry among personnel.

Under the plan, no employee benefits unless the store's volume exceeds the base sales average for the previous three years. In this way, employees cannot be satisfied with merely selling additional merchandise, but must build a greater volume than they did during the previous three-year period.

Power Lawn Mowers

(Continued from page 49)

Nevertheless, the percentage of power mowers sold to that of hand mowers has been climbing steadily, and the firm now sells about one power unit to every eight hand mowers. Store officials believe this is a good percentage, in the view of the recent arrival on the market of the moderately priced power process.

By far the most popular power machine sold by Sam Speir Hardware Company is the gasoline motored reel type mower. "People," said Haddow, "are al-

"People," said Haddow, "are already familiar with its operation. They know how to handle it and, to some extent, how to keep it in good repair."

Haddow reported that there is an increasing demand for handlebar controlled operation of a power mower. "People who are buying

SPECIAL NOTICE TO DEALERS AND JOBBERS

THE United States Patent Office has issued a formal registration (No. 532958) to the Western Fishing Line Company for the exclusive use of the words:

HOT - STRETCH

T.M. Reg. U. S. Pat. Off.

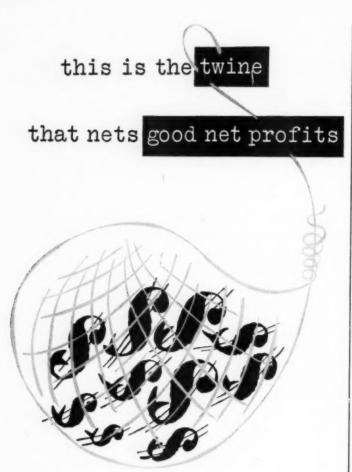
All manufacturers of fishing lines using these words or any similar words serving to imitate and confuse, have received legal notice to cease and desist and have been informed that the Western Fishing Line Co. will take whatever legal steps may be necessary to prevent imitators from infringing on this trade mark.

Only lines made by the Western Fishing Line Co., THE ORIGINATORS OF THE TERM "HOT-STRETCH" AND THE HOT-STRETCH PROCESS, may carry the HOT-STRETCH name.

DEALERS AND JOBBERS ARE CAUTIONED TO BEWARE OF IMITATIONS AND SIMILARITIES SO AS TO AVOID ANY POSSIBLE LEGAL COMPLICATIONS.

WESTERN FISHING LINE COMPANY

GLENDALE 4. CALIFORNIA



A STREAMLINED PROMOTION of 2-color pages every month in leading Fishing Magazines continually reminds your customers of quality-controlled Gold Medal Seine Twine. Made from carefully spun, long staple cotton, this is the same twine used in Gold Medal Netting—famous for quality for 108 years. It ties right, hangs right—never kinks or twists—and fishes better and longer. Once a fisherman uses it, he comes back for more. So, for good customers—repeat customers—stock and promote Gold Medal Seine Twine and you'll net yourself good volume and good profits.

Gelf Medal QUALITY SEINE TWINE

THE LINEN THREAD CO., INC. (Successor to American Net and Twise Campany)
418 GRAND STREET, PATERSON 1, N. J. • Chicago 10, III. • New York 17, N. Y.
Bouton 10, Mass. • Baltimore 3, Md. • Philadelphio 6, Pu. • San Francisco 5, Cal. • Gioucester, Mass.

a power mower for its convenience and labor-saving qualities," he said, "do not like to be pulled along at a lope by a machine geared to one speed—and that, apparently, a high speed."

The most popular price for power lawn mowers is approximately \$115.

Sam Speir Hardware Company also recommends the use of a wide machine, with an 18- or 20-inch blade, to the power lawn mower purchaser. "They are no harder to operate with the motor doing the work," Mr. Haddow said, "than narrow machines. And yet they get the work done faster."

Selling for between \$115 and \$250, power lawn mowers are considered well worth advertising by this firm. They are advertised alone always, never in "ensemble" advertisements.

Heaviest advertising is carried during the spring and summer months

Product Information

(Continued from page 48)
took that mower home, dismantled
it to the extent necessary, put it
back together and gave it every
test I could think of. You might
say I put that mower through the
mill before we took on the line."

That, then, explains why Smith knew so much about his power mower. But his product knowledge, gained the hard way, doesn't end with garden tools and equipment. He has specialized in hardware for more than half a century. Last December 23 he had been selling hardware for 54 years, And that, of course, takes in related items like paint.

Let some manufacturer offer a new radiant heater and that heater goes to Smith's home for dismantling and tests. The same ordeal awaits anything else mechanical such as, for illustration, a revolving or mechanical lawn sprinkler. Smith takes a hoe and, to briefly describe his laboratory procedure, gives that hoe hell. He takes a rake, twists it, throws it around and tries to break the handle. That's why he practically insists on second growth ash for the long handles of garden tools.

Last summer his store stocked several types of hand propelled edgers. We ventured the opinion that "that one there" looked like it would do the best job, but Have You Investigated the Many Advantages of Handling Our 1951 Line?



A SOUTHERN PRODUCT FOR SOUTHERN HOMES

> **Quality Built** FOR LONG LIFE

America's Most Versatile Lawn Mower

I. Light weight—air cooled, 11/2-2-HP 4 cycle gasoline engine supplies an abundance of power for cutting high or low grass and weeds.

 Heavy duty model has 21/2-3-HP 4 cycle engine.
 A specially designed, heat treated spring steel blade cuts a swath 20 inches wide, no after trimming is necessary. Blade easily removed to sharpen.

4. Vertical shaft has ball bearings sealed in grease at factory.

5. Special adjustable feature permits raising or lowering of blade to desired height. Cutting range approximately one to three inches above ground.

6. Four wheels with ball bearings, equipped with 10x2 semi-pneumatic puncture proof tires.

7. Blade fully protected on all four sides.

PLUS OTHER FEATURES

A few choice franchises available in the Southeast. Write, wire or phone for complete details. Southeastern sales record speaks for itself.

CLARK MANUFACTURING COMPAN

300 MELVILLE ROAD

Tel.: Atlanta, Ga. - CRescent 3361

DECATUR, GEORGIA

CLARK MANUFACTURING COMPANY, 300 Melville Road, DECATUR, GEORGIA

Gentlemen:

Please send descriptive folder and dealer franchise information on Clark Rotary Mowers.

NAME

ADDRESS

CITY

STATE

SOUTHERN HARDWARE for MARCH, 1951

65

Smith vetoed the decision. He handed out another and began enumerating reasons it was better, for less money, too. He had tried them all.

As this is written in January, Smith has a peculiar-looking new edger that is being offered by a manufacturer. This electric-powered edger is not yet for sale because Smith hasn't tried it out. We expressed curiosity as to how in the world one would get an edger of such shape to remove grass from along a walk.

"They claim it will," said Smith. He untied the canvas bag attached to the edger, pulled out a pamphlet and showed illustrations by the manufacturer of the edger doing multiple lawn duty.

"But," he added, his inflection conveying frank disbelief, "I positively would not say what this edger will do because I don't know. Until I do know I wouldn't sell one if I had a carload. This sample came in too late. Just have to wait until I get some grass to find out about this edger."

That's how Smith gets product information the hard way. And that's why he knows so much about what he sells, and conveys what he knows with such conviction. He even checks the set of a saw's teeth, the balance of a hammer, the mettle of steel in a hand axe. Let something new be offered and this wiry little veteran salesman is on it, suspicious, challenging and doubtful. But if the product stands up, then he's for it. And, perhaps even more important, he knows why he's for it.

"You just can't really se'l," he comments, "without knowing all about a product.

"Now, if a man comes in with money in his hand, wants to buy something, is determined to buy what he wants and knows what he's buying, that's something else. That's not selling. Selling is keeping people from walking out of the store and going some place else. To do that you have to know about the product."

What does this product knowledge do to Smith's personal sales volume?

"Shucks, I don't know," he confesses. "I used to keep track of my sales volume. But somehow it didn't seem to pay off. I can use my time to better advantage finding out about the product."

And while he finds out about a product he stores up lots of other useful information. He is, it seems, a bottomless well of facts. He will tell with conviction just when and how to plant grass seed. How deep to set a shrub. How many coats of what paint to use where. Just how a home mechanic should proceed on a certain job.

(Continued on page 84)





Yes, it's steel . . . the finest SANDVIK Swedish Steel . . . that makes this tool the pride of the carpenter's tool chest. The very heart of all edged tools is the steel from which they are made, and with SANDVIK "Fish & Hook" Saws that important basic ingredient is the world's finest steel for edged tools . . . genuine Swedish charcoal steel. Keen edge? You can't top it! What's more, in a SANDVIK Saw the edge lasts and lasts because the steel is tough!

To match such performance by the steel the SANDVIK #280 Hand Saw

is balanced to meet exacting professional requirements, and finished to win the acclaim of men who earn their living with fine tools as the finest.

The SANDVIK trade mark . . . the famous "Fish & Hook" . . . on the blade of SANDVIK hand saws tells your customer this is the Swedish steel . . . and the saw . . . he wants to own.

SANDVIK SAW & TOOL

Division of Sandvik Steel, Inc. 47 WARREN STREET, NEW YORK 7, N. Y.



THE REVERE WARE FAIR SHARE PLAN

A Statement of Policy on the Distribution of Revere Ware

As defense orders account for more stainless steel and copper there's going to be less Revere Ware. How much of the available supply will you get? Our policy has always been for each customer, regardless of size, to receive his fair share of Revere Ware. This policy will continue as long as we are permitted to manufacture Revere Ware.

To carry out this policy under present conditions we have inaugurated

out this policy under present conditions we have inaugurated the Revere Fair Share Plan. Here's how it works.

We have taken the total dollar billings covering shipments of Revere Ware to each of our customers, for the first eleven months of 1950, and this figure will be divided by eleven, with the expectation that each customer will receive approximately every thirty days, one-eleventh of his total dollar purchases during the first eleven months of 1950.

In other words, if a customer bought \$11,000 from us during the first eleven months of last year, he is entitled to monthly shipments in the amount of \$1,000. It will be necessary for our Sales Department to select from his order enough of the available items to total \$1,000. This plan may not entirely meet your needs but we believe it assures

you of your fair share of our production. REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division Rome, N. Y.



BUSINESS TRENDS and PRICE CHANGES

ESA Control Order Clamps Lid On Prices

A FURTHER step to check inflation was taken January 26th as the Economic Stabilization Agency issued its long-awaited price control order. The order, which became effective immediately, established ceiling prices for all commodities and services (except those specifically exempt) upon the basis of prices in effect during the period from December 19, 1950 to January 25, 1951, inclusive.

The order is a lengthy one and wholesalers and retailers desiring further interpretation may obtain help from regional and district offices of the ESA listed below.

Briefly, the most important points of the price control order are as follows:

After the effective date of the order, no one shall sell or buy in the regular course of business or trade any commodity or service at a price exceeding the ceiling price established by the regulation, regardless of any contract or other obligation.

The ceiling price for sale of a commodity or service is the highest price at which you delivered it during the base period to a purchaser of the same class. If no actual delivery of the commodity or service was made during the base period, the ceiling price is the highest price at which you offered it for base period delivery to a purchaser of the same class.

The order contains lengthy rules whereby sellers can determine their ceilings on articles they did not deal in during the base period. Generally, the rules call for the same percentage markup the seller applied to a comparative article.

There are a number of exemptions included in the regulation. Among these are prices or rentals for real property; unprocessed farm products; rates or fees charged for professional services

or household effects by a private owner.

Of particular importance is the section of the order dealing with the records that must be preserved and the additional records that must be prepared specifically for use in connection with price control regulations.

These records can be divided into two important classifications: the base period records and cur-

Base Period Records. You must preserve and keep available for examination by the director of price stabilization records showing the prices charged by you for the commodities or services which you delivered or offered for delivery during the base period, and also sufficient records to establish the latest net cost incurred by you prior to the end of the base period in purchasing the commodities if you are a wholesaler or retailer.

In addition, on or before March 1, 1951 you must prepare and preserve a statement showing the categories in which you made deliveries and offers for delivery during the base period. If you sold services, you must prepare and preserve a statement listing the services which you delivered or offered to deliver during the base period.

On or before March 1, 1951 you must prepare and preserve a ceiling price list, showing the commodities in each category (listing each model, type, style and kind) delivered by you or offered for delivery by you during the base period. The ceiling price list may refer to an attached price list or catalog. Retailers may satisfy this requirement by recording on purchase invoices including every model, type, style and kind, delivered or offered for delivery by you during the base period, the price at which you sold or offered the commodities for delivery during the base period.

In addition to these records, you must prepare and preserve a statement of customary price differentials for terms and conditions of sale and classes of purchases which you had in effect during the base period.

ESA Regional and District Offices

REGION IV (Maryland, North Carolina, Virginia, West Virginia, District of Columbia). Office: Richmond, Va., 900 North Lombardy St. District Offices: Charleston, W. Va., 601 Virginia St. East: Charlotte, N. C., 500 West Trade St.: Baltimore, Md., 103 South Gay St.: District of Columbia, 310 Sixth St., N. W.

Region V (Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee, Office: Atlanta, Ga., 114 Marietta St., N. W. District Offices: Columbia, S. C., 1313 Main St.: Memphis, Tenn., Marx & Bensdorf Building: Jackson, Miss., 407 West Capitol St.: Birmingham, Ala., 1814 Second Ave.: Jacksonville, Fla., 221 W. Adams.

Region VI (Kentucky, Ohio).

e: nati, Ohio, 37-41 West Seventh
1- St.: Detroit, Mich.. Book Tower;
1- Louisville, Ky.. 307 South Fifth St.
1: Region IX (Iowa, Kansas, Missouri, Nebraska). Office: Kansas

Region IX (Iowa, Kansas, Missouri, Nebraska), Office: Kansas City, Mo, 112 Ninth St. District offices: St. Louis, Mo., 314 North Broadway; Omaha, Nebr., 1516 Harney St.: Des Moines, Iowa, 418 Seventh St.; Wichita, Kans., 3234 East Douglas St.

Office: Cleveland, Ohio, 1901 East

13th St. District Offices: Cincin-

Region X (Louisiana, Oklahoma, Arkansas, Texas). Office: Dallas, Tex., 3306 Main 51. District offices: Little Rock, Ark., 555 Building: Houston. Tex., 510 LaBanc St.: New Orleans, La., Standard Oli Building: Oklahoma City, Okla., 322 North Robinson St. Current Records. You must prepare and keep available for examination by the director of price stabilization for a period of two years, records of the kind which you customarily keep showing the prices you charge for the commodities or services. In addition, you must prepare and preserve records indicating clearly the basis upon which you have determined the ceiling for any commodities or services not delivered by you nor offered for delivery during the base period.

If you are a retailer, you are required to preserve your purchase invoices and to record thereon both your initial selling price and the section of this regulation under which you have determined your

ceiling price.

Any seller who has customarily given a purchaser a sales slip, receipt or similar evidence of purchase shall continue to do so. Upon request from a purchaser any seller, regardless of previous custom, shall give the purchaser a receipt showing the date, name and address of seller, the name of each commodity or service sold, and the price received for the service or commodity.

The price control regulation includes provision for penalties for violations (violators can be fined \$10,000 and sentenced to a year in jail). Also customers of violators can sue for treble damages as provided for under the Defense Provided for Und

duction Act of 1950.

Bolt, Nut Manufacturers Ask Materials Allocation

MEMBERS OF the Bolts, Nuts, and Solid Rivets Industry Advisory Committee recommended to the NPA recently that their industry be allocated materials needed in the manufacture of nuts, bolts and rivets to meet increasing defense demands.

Industry representatives said that they cannot obtain sufficient quantities of steel for the manufacture of their products, which, they said, are vital to the defense

program.

Committee members recommended that the industry be permitted to keep on hand a 90-day working inventory of raw materials—particularly steel—as the minimum needed for plant operations.



become more important!

T HASN'T HAPPENED YET . . . but you need only to read the newspapers to realize that curtailment in consumer goods production is just around the corner.

This means that, (1) your lucrative profit on appliances will be reduced and, (2) your customers will look to you to keep the old household equipment in running condition.

More repair work requires more bolts, nuts and screws—so it's our suggestion that you check up on your fastener stocks *now* and prepare for the increased demand later.

Lamson & Sessions will do everything possible to see that Lamson jobbers and their retailers are kept adequately supplied.

The LAMSON & SESSIONS Co.





Wooster Brush Observes Century of Business . .

In a banquet meeting attended by all employees, representatives of Wooster industries, and other guests, The Wooster Brush Company on January 25, 1951, celebrated the completion of its first century of business.

In the main address of the evening, Clifford P. Foss, grandson of the firm's founder, paid tribute to the enterprise of Adam Foss who, in the late 1840's set out on foot through the forests of Pennsylvania toward Cincinnati. It was during his stay in Cincinnati that he attended a sale of unclaimed goods at the office of an express company. His purchase of a package, which turned out to be a shipment of hog bristles, started him in the business of making brushes. On his removal to Wooster, Ohio, he continued his enterprise, and in 1851 established the concern which now enjoys a world-wide reputation.

Currently, Stanley R. Welty is president and treasurer. Mr. Welty has occupied the office of treasurer since 1945 and was elected president in 1949. Miss Elma Shibley, who has been active in the management of the company since 1902, is secretary. Other officers are: Lewis M. Rhodes, vice president in charge of bristle operations; Herbert S. Davies, vice president in charge of sales; Woodrow J. Zook, assistant treasurer.

Wooster Brush Company's headquarters are located in Wooster, Ohio.



SSIRCO Holds Four-Day Sales Conference . . .

Twenty-two representatives of national manufacturers lent their sales talent and experience to Southern States Iron Roofing Company in January for a four-day sales training conference, which featured sales plans for 1951 and first hand information on how to increase sales and serve dealers better during the period of shortages ahead.

To provide this information, manufacturers of products distributed by SSIRCO sent top-flight sales executives to the conference as instructors. Throughout the meeting, emphasis was placed on government business. Shortages are expected in

all lines during the year, but dealers can keep up their sales volume by getting Defense Orders to supplement the reduction in civilian orders, it was stated.

Emphasis also was given to a new merchandising plan which has been published by SSIRCO. This plan, which will govern the sales of all SSIRCO distributed products, outlines in detail the company's policy of selling its products at wholesale

During the conference, the men toured Savannah, Georgia, plants of the Georgia-Pacific Plywood & Lumber Company and the Certain-Teed Products Corp., where they learned about the manufacturing processes of plywood and asphalt roofing products.

THE WOOSTER BRUSH COMPANY 1851 1951



Celebrating the Wooster Brush Company's 100th Anniversary, left to right: Mrs. H. S. Davis, Mrs. S. R. Welty, S. R. Welty, Mrs. O. H. Foss, Mrs. W. R. Foss, W. R. Foss, C. P. Foss, Mrs. C. P. Foss, Mrs. W. L. Thompson, Mrs. D. J. Foss, L. M. Rhodes, Miss Elma Shibley, and W. H. Mills. C. P. Foss, grandson of the firm's founder, addressed the meeting

Vasey Now David Round Sales Promotion Manager

R. Bruce Vasey, advertising and sales promotion manager for many years for The Cleveland Chain and Mfg. Co. and its associates, has joined David Round & Son, Cleveland hoisting equipment manufacturers, in the same capacity. His function will support the firm's national sales activity in the fields of industrial distribution, hardware and automotive parts jobbing, materials handling, manufacturing and engineering.

David Round products, which are sold in these markets, include chain hoists, trolleys, cranes, electric hoists, hoist chain, winches and crabs.

A. W. DeArment, Champion DeArment Pres., Dies

Almon W. DeArment, 63, president of the Champion DeArment Tool Co., Meadville, Penn., passed away December 3, 1950, following a series of heart attacks.

Mr. DeArment, in 1949, observed his 50th year in the tool business. He became associated with his father in the plant at the age of 13, operating a trip hammer after school hours. In 1911 he became a partner in the business, and the company incorporated as the Champion DeArment Tool Co., in 1928, with Mr. DeArment as its

Mr. Jones, one of the housewares industry's best-known figures, started as a clerk in Nesco's Baltimore city office in 1903, when he was 17 years old. Shortly he was promoted to city manager of that office and then spent several years in the company's executive offices on special assignment, leaving there to become head of the Pittsburgh sales office. In 1930 he was named to the post of St. Louis district manager and became eastern district manager last September, when he was transferred to New York.

Mr. Jones was a charter member of the St. Louis Housewares Club and a member of the Missouri Athletic Club. He is survived by his widow and a son, Farris Jones.

Krisbell to Represent Phoenix Table Mat Co.

The Phoenix Table Mat Co., 1355 N. Congress, Chicago, Ill., manufacturers of Aristo-Mat stove and utility mats, announces the appointment of Walter A. Krisbell, 774 E. Wesley Road, N.E., Atlanta, Ga., as its southeastern representative in the states of Alabama, Georgia, Florida, North Carolina and South Carolina and



A. W. DeArment

president. He supervised production of Champion tools through the Spanish-American War and World Wars I and II.

A. E. Alverson, Prominent Hardware Figure, Dies . .

Albert E. Alverson, 75, former secretary of Greenlee Bros. & Co., Rockford, III., and past president of the American Hardware Manufacturers' Association, died recently at his home in Rockford.

Mr. Alverson, who had been associated with Greenlee for 42 years, was company secretary when he retired in 1943. He had served also as manager of the small tools division.

Mr. Alverson was active in civic and fraternal affairs.

He is survived by his widow, a son, and a brother.

T. Stran Jones Perishes In N. J. Railroad Wreck

T. Stran Jones, eastern district manager for Nesco, Inc., Chicago, Ill., was killed in the Pennsylvania Railroad wreck at Woodbridge, N. J., February 6, while en route to his home at Spring Lake, N. J.

MR. FISHING TACKLE DEALER -GET ON THE BANDWAGON FOR MORE PROPITS-STOCK THE COMPLETE BARRACUDA LIME



Prices upon request.







CRIMP BANK PYRAMID EGG ALMOND
The sinkers shown above are molded in a complete range of sizes and weights for fresh and salt water fishing. Attractively priced to stimulate volume sales.





DuPont NYLON LEADER MATERIAL

Attractively packaged in 10 yd. coils. Diameters from .014 to .032.

SPLIT SHOT SINKERS
Sizes 5, 6, and 7 packed twelve shot to the easy working, newly designed tin box. Size BB packed twenty-four shot to the tin. Twelve ins to the box. All sizes.

CORK BALLS

Made from solid cork, round shape, hole through center. Furnished with wooden peg. Packed I Doz. per box.



Put up in 25 foot and 1/4 pound colls, packaged in colorful envelopes. Chromium nickel alloy. Guaranteed absolutely rust-proof.





PLASTIC FLOATS

For casting or stationary fishing. These long lasting red and white Tenite floats are the favorites of fishermen. No more lost pags ... Will not water log.

Barracede Brand CASTING or TROLLING LEADERS

Assembled with stainless steel wire, swivel on one end, safety snap on other end. Mounted on display card in lengths of 6", 9", 12", 18", 22".



WRITE, WIRE or CALL

Write, wire or call your jobber today for complete information on this fast selling line.





Executive Personnel for New Ingersoll Divisions .

The following officers have been named to manage the newly created divisions of the Ingersoll Steel Division of the Borg-Warner Corp., 310



S. L. Ingersoll

S. Michigan Ave., Chicago 4, Ill. The two new divisions will be separate and distinct manufacturing units.

The Ingersoll Steel Division, with plant and general offices at New Castle, Ind., will be headed by Harold G. Ingersoll as president, Stephen L. Ingersoll as vice president and treasurer; and A. P. Zetterberg, vice president and secretary.

The Ingersoll Products Division operating plants at West Pullman, Il-



W. K. Eaton

linois and Kalamazoo, Michigan, will have as its president, Robert S. Ingersoll, while W. K. Eaton will serve as vice president in charge of sales of Ingersoll discs to implement manufacturers.

Other officers appointed are: J. A. White, vice president and Chicago Works manager; R. A. Anderson, vice president and Kalamazoo works manager; A. P. Zetterberg, secretary, and H. A. Schmeal, treasurer and assistant secretary.

General sales offices of both divisions will be located at 310 S. Michigan Ave., Chicago 4, Illinois.



YOU CAN GET DELIVERY ON THESE FAST MOVING ITEMS If You Order Now!



Gem Dandy Deluxe and Standard Models churn up to 6 gallons of whole milk or cream. A real time and work-saver for the farm home. Heavy-duty, cool-running motor. Adjustable, aluminum shaft and dasher. We are filling distributor's orders promptly, and you can get prompt delivery on these fast-selling, big profit items. Order today.



DELUXE MODEL

White motor. Switch in cord. Recommended dealer cost \$13,76 Suggested retail price.... \$21.95

STANDARD MODEL

Black motor. No switch in cord. Recommended dealer cost \$12.32 Suggested retail price... \$18.95

ORDER TODAY FROM YOUR DISTRIBUTOR

ALABAMA MANUFACTURING CO., Dept. A-189, Birmingham 3, Ala.

GEM DANDY
ELECTRIC CHURN

SOUTHERN HARDWARE for MARCH, 1951

Butt Hinges by NATIONAL LOCK



A wide selection of regular weight
Butt Hinges and regular weight,
Half Surface Butt Hinges . . . Both Ball
Tip and Button Tip (with loose pins)



Distinctive Hardware
All from | source

NATIONAL LOCK COMPANY



STAR O Molyflex

Here's the high speed hack saw blade for everybody! STAR Molyflex has extra flexibility plus high speed cutting quality that insures "STAR" performance even when the user is completely inexperienced. Used in a frame STAR Molyflex is shatterproof—cuts 23.8% more metal than the average of leading high speed flexibles tested.

STEELRITE MARKING CRAYONS

Packaged for counter sales.

Marks on hot, cold, damp or grimy metals. Markings withstand pickling, do not affect enamel applications.

GET THESE SELLING HELPS FROM YOUR JOBBER

Clemson backs up a hard-hitting continuing advertising campaign in leading industrial papers with equally hard-hitting sales aids for you. Contact your jobber today for a supply of No. 166 Counter Display Cards, holding 10 Molyflex Blades; No. 45 Display Card that sells 3 Unbreakable Special Flexible Blades at a time. Order fact-crammed Wall Charts and Metal Cutting booklets too.

CLEMSON

BROS INC

Middletown, N. Y., U.S.A.

Makers of hand and power hack saw blades, frames, metal cutting band saw blades and Clomson Lawn Machines

WHOLESALER NEWS



Bluefield Supply Plays Host to Manufacturers

Bluefield Supply Co., Bluefield, West Virginia, and its 81 manufacturers whose products it sells in an eight-state area, recently tried out a new wrinkle in sales promotion when they assembled for a four-day meeting at the Greenbrier Hotel in White Sulphur Springs.

Held in lieu of their usual separate annual sales meetings, the distributor-manufacturer program was staged by the Bluefield Supply Co., and its four subsidiaries, operating 20 wholesale and retail outlets in 18 cities in the two Virginias and Ohio, and selling \$25,900,000 worth of merchandise in 1950.

Besides the manufacturers, the affair was attended by 146 salesmen, department heads and officials of the Bluefield Supply organization and its allied companies: Rish Equipment Co., a construction equipment concern with operations in six cities;

Dixie Appliance Company, wholesalers of household appliances; Clark Stores, a furniture chain with seven outlets; and Counts Automotive Supply Company, another wholesale firm.

So successful was the joint convention that plans already are being discussed for a second similar gathering next year in the area served by Bluefield Supply's sprawling organization.

Stratton & Terstegge Outlines 1951 Plans

Plans for 1951 were outlined to the staff of the southern branch of Stratton & Terstegge Co., Louisville, Ky., during a sales meeting in Birmingham, December 15 and 16, by Wilton H. Terstegge, president of the com-

Specialty men representing the five major lines carried by the branch in Birmingham were also on the program to explain their 1951 plans.



At dinner party during Stratton & Terstegge's southern sales meeting in Birmingham, at head of the table, seated, left to right: James H. Sanders, sales promotion manager; M. C. Hodapp, vice president; W. H. Terstegge, president; and W. A. Counts, southern sales manager



for inside and outside "spring fix-np" by CONSUMERS



on modes of the control of the contr

PATCHING

For crocks, hales, and general repair. Mixes white in cold water knits to ald plaster immediately. No sizing necessary. Packed in cartons and bags from 1 to 15 lbs.



CONCRETE
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QUITO
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PATCHER

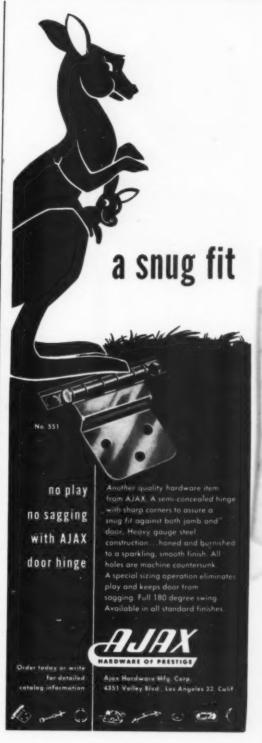
JUST
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PATCHER

JUST
P

ORDER FROM YOUR WHOLESALER.

CONSUMERS GLUE CO.





MAKERS OF GLASHIK, PLANEMASTER, TOP NOTCH AND VICTORY WICKS



LUFKIN LEADS AGAIN!
Introduces the Improved
'UNIVERSAL' Steel Tope

First to introduce new beauty and durability in long steel tapes with the Chrome-Clad "Leader" Lulkin Leads Again by addition new and important features to the "Universal"— most popular among steel tapes with "Nubian" finish lines—features that are bound to boost your sales volume:

- 1—Beautiful maroon colored Vinylite covered case — protects against water, stains and scuffs.
- 2—Aluminum side plates to add attractiveness and strength to case.
- 3—Recessed flush winding device adds to appearance . . provides a narrower, neater, less bulky tape that's easier to carry.
- 4— Jet black "Nubian" line with easy-to-read raised markings in clean, contrasting bright steel.
- 5—Stainless steel edge band, flush inset—securely fastens Vinylite cover—provides a beautiful finishing touch.
- 6—Larger push button easier to operate—casier on fingers.

There's good reason to order an ample supply of the new Lufkin "Universal" Steel Tapes from your jobber . . . when you show 'em, you'll sell 'em!

Advertised To More Than 40 Million Reader-Prespects!

Every Lufhin ad in the Roto Sections of Leading Sunday Neesspapers, Industrial Trade Papers and other Consumer Magazines and other Consumer Magazines 40,000,000 reader-prospects of their Hardware or Tool Store. Tie-in with this promotion by prominently displaying Lufhin Tapes, Rules and Tape-Rules.

SELL <u>UFKIN</u> TAPES · RULES PRECISION TOOLS

THE LUFKIN BULE CO.

SAGINAW, MICHIGAN - New York City - Barrie, Ont.

Mr. Terstegge announced also that a new five-story and full-basement building is being erected at the company's headquarters in Louisville, Ky., adding many thousands of square feet to the present Stratton & Terstegge facilities.

The December sales meeting was conducted by J. H. Sanders of Louisville, sales promotion manager of S&T, and Mr. Counts. Speakers from the Louisville main office included Mr. Terstegge, M. V. Hodapp, vice president; L. R. Stevens, buyer, agricultural and housewares; and C. C. Ellis, buyer, cutlery, sporting goods and fishing tackle department.

Cullum & Boren Elects Warlick Vice President

The election of Charles E. Warlick as vice president in charge of purchasing has been announced by Cullum & Boren Co., Dallas, Texas, following a meeting of directors.



C. E. Warlick

Starting as office boy while still in high school in 1921, Mr. Warlick has been continuously associated with the Cullum & Boren Co. for 30 years, with the exception of two years spent in the Army Medical Corps during World War II. He has progressively held positions in general office work, supervisor in charge of correspondence, catalog department, and finally, purchasing.

Barker-Jennings Elects New Officers for 1951 .

Barker-Jennings Hardware Corp., Lynchburg, Va., announces the election of the following officers for 1951: R. M. Barker, president; R. A. Noell, vice president; O. B. Barker, junior vice president; R. M. Barker, treasurer; J. H. Nichols, secretary; W. W. Shackelford, assistant treasurer.

Members of the board of directors include: R. M. Barker, R. A. Noell, O. B. Barker, Jr., J. H. Nichols, and E. E. Yoder.





WRIGHT Galvanized Wire Strand on 6½" steel spools. A product of many uses—guy wire for radio and television antennes and many other installations where a strong brace wire is needed—emergency repairs, binding and strapping, temporary enclosures — electric fences, clothesline.

Southern Representatives:

E. L. HORNIBROOK, D. C. HORNIBROOK Box 174, Avendele Estates, Ge. LAWRENCE J. BALDWIN & SON 306 Cerendelet Bidg., New Orleans 12, Le.

GF WRIGHT STEEL & WIRE CO. WORCESTER . MASS.



... offer you a golden opportunity to "pump up your sales." Sell the silence of Duro's Horizontal Jet Systems to your customers. Tell them how quietly and smoothly the Horizontal Jet Systems perform.

For deep or shallow wells, this compact, high capacity jet is renowned for its ease of installation . . . pressure and suction lines are readily accessible.

Duro builds a complete line of water softeners and water systems.

FOR MORE INFORMATION ON DURO PROFIT MAKERS, WRITE TODAY FOR THE NEW DURO CATALOG!

It's HERE!

...the Fishing
Season!

Are YOU ready to
supply your trade?

Check your stock...be sure it is complete...READY to take care of the demand. Refer to the 1951 Sutcliffe catalog for those "short" items...order NOW.

Sutcliffe's lists ONLY NATIONALLY ADVERTISED FISHING, HUNTING AND ATHLETIC EQUIPMENT.

The brands your customers want.

If you do not have the 1951 Sutcliffe Catalog write now for a free copy—mailed to recognized dealers only.

THE

SUTCLIFFE

COMPANY, INC.

W PRODUCTS LES PROMOTION MATERIAL

E. C. Atkins Using New Circular Saw Display .

E. C. Atkins & Company, Indianapoplis, Ind., is now using a new circular saw display with an attractive blue plastic base 512" in diameter and 4" high.

The 8" combination or variety tooth wood cutting circular saw rests at the top of a lucite column. center hole is approximately 14" from table level. Although the display is attached to an electrical outlet, the saw revolves on the axle at the top of the transparent column without any apparent transmission of energy.



In addition to the Atkins trademark, the copy on the saw reads, "A Perfect Saw for Every Purpose.'

Royal Introduces New Portable Barbeene Grill

The Chattanooga Implement & Manufacturing Co., Chattanooga 6, Tenn., manufacturer of the Royal line. announces production of a new portable barbecue grill, designed for use indoors or out.

The grill folds neatly to 8 x 22 x 42 inches for carrying in a car or boat. Finished in durable Sun-Glo bakedon enamel to help prevent rusting or deterioration, the unit offers all-steel



construction for strength without too much weight.

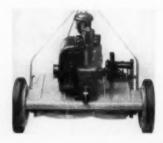
Features of the unit include: a specially designed grill to hold steaks or chops and offer room for a coffee pot; sturdy chrome-plated spit for roasts, chicken, pheasants or small game; two standard size wells with white enamel pots for sauces or vegetables; wooden carving surface; and a large ash pan for easy emptying.

Three models are now available.

New Model Davis Mower Features Safety Clutch .

The new 50/50 model power mow-er, product of the G. W. Davis Corp., Richmond, Ind., is featuring the exclusive Flex-A-Matic safety clutch, simple to operate and in reality a V-belt automatic transmission.

The new safety clutch is said to eliminate the necessity for a separate clutch-control lever and to bring ease, convenience and safety to power mowing.



Clark Introduces New Rotary Mower

Clark Manufacturing Co., 300 Melville Road, Decatur, Ga., manufacturers of rotary mowers since 1944, has introduced a new rotary mower that features quick starting, easy handling, and fine-clipped mulch that

requires no raking.

Features of the new mower include: light-weight, air-cooled, 11/2 h.p., 4-cycle gasoline engine that supplies power for cutting high or low grass and weeds: heavy-duty model with a 21/2 to 3 h.p., 4-cycle engine; specially designed, heat treated spring steel blade that cuts a swatch 20 inches wide and is easily removed for sharpening: vertical shaft with ball bearings sealed in grease at factory; special adjusting feature that permits



raising or lowering of blade to desired height, with cutting range approximately one to three inches above ground; four wheels with ball bearings, equipped with 10 x 2 semi-pneumatic puncture-proof tires; weld-ed construction of chassis and handles; speed of engine controlled by automatic governor, no throttle necessary; blade fully protected on all four sides, the manufacturer announced.

Designed for both light and heavy jobs, the new rotary mower cuts under and around shrubbery without damaging it, it is claimed, and leaves no weed or seed stalk standing.

A few franchises are available in the Southeast.

Do Your WINDOWS Need Washing?

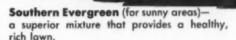


Woodruff LAWN SEED

Sells better . . .

--- because it grows better!





Southern Shady (for shady areas)-Woodruff's best Southern mixture for use where shade is heavy and growing conditions

Woodruff Seed for Better Lawns!

F.H.WOODRUFF

Growers Main Office, Milford, Conn. Atlanta Dallas

ORDER THESE FAST SELLERS NOW!

Swing and Well Chain First in the South with the finest. This chain is made of highest quality chain wire and then electroplated of commercially

pure zinc. standard link and better formed.

Flat Wire Tempered Broom Rakes THE TWIPE Tempered Broom Bakes
The lines are of high carbon, fempared cold rolled flat wire, with rounded edge, 5/14" x 829. The tines are of
one piece, interiocked into the frame of the
neck, and cannot work loose. The combination
is a rugged one that will give tengthy, salifactory service—and due to the one-piece construction, will
always retain its shape. Packed & Heads to re-shipping carbon.
The handle furnished is No. I hardwood, clear necessificity,
at its inches, packed to a bundle. Combined shipping
weight, 22 libit, per dozun.

Galvanized Solid Clothesline Pliable—Easy to handlo. Smoothly relic

Non-Kink-will not solinter. Easy to clean. Will not sell obtthes. Non-Kink-will not sell obtthes. Non-trivite-will not stretch as other materials will.

Package Units
Package Units
Package 12 outs (80. 75 or 100 ft.) to reshipping ber. Miken easy level-fourner full court—limited beauting and stretch courts.

"Serving the Jobber for 14 Years"

Wire Products 2715 North 24th St. P. O. Box 5355



Company



Patented Flexible Monel Metal Poppet, cannot leak. Quiet, sensitive operation. For cold or hot water or steam. 200 lbs. pressure. Seven sizes. Ask for bulletin 204.

> order from your Jobber



PRODUCTS, INC.

FORT WAYNE I, INDIANA









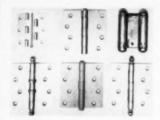


(Clinton Engines Are Standard Equipment On MORE THAN 70 BRANDS of Farm Implements and Garden Tractors)

Because CLINTON
is the World's
QUICKEST-STARTING
MOST RELIABLE
Small Gasoline Engine!

Gensee Offers New Bow Saws, Swedish Hinges .

The Gensco Tool Division of General Steel Warehouse Co., Inc., 1830 North Kostner Ave., Chicago 39, Ill., has introduced a new line of Swedish made hinges, including ball bearing styles, ball and button tip butts, wrought steel butts with solid or removable pins, double action hinges and flaps. Butts are available in dull or bright chrome, dull or polished brass and prime coated, and in standard American sizes and made to American specifications.



The manufacturer also announces the addition of three new saws with extended handles to its regular Swedish bow saw line. In rigid frame bow saws, extended handles are available in 30° and 36° sizes. Gensco also furnishes a 42° adjustable frame saw with the extended handle in a deep clearance model.



The new models are furnished with Bushmen imported Swedish blades, but are also available with Nordic raker tooth blades.

Red Devil Promotes New Al Painter Kit

Red Devil Tools, Irvington 11 New Jersey, is now promoting its new No. A1 Painter Kit with many point-of-sale helps.

The No. A1 Painter Kit is a carefully selected sampler of the leading Red Devil glass, paint and scraping tools, enclosed in an all-steel utility box with clasp lock and sturdy handle on top. Included are: No. 024 glass cutter, No. 0 cabinet scraper, No. 40 wood scraper, No. 9 sandpaper holder, No. 24 handy packer sandpaper (four grits), No. 13 Jag-Nife scraper, No. 21-2 box triangle points and driv-

ing tool, No. P23-1/4S putty knife, No. P-103 wall scraper, No. LS1 lucite scraper, No. PH1 paint can hook, No. 7 utility box.



K-D Announces New "Fits-All" Screwdriver

K-D Manufacturing Co., Lancaster, Penn., announces a new Fits-All screwdriver, featuring a patented reversible bit that fits all three types of screw slots.

One end of the bit fits all Phillips head type and Reed and Prince type screwheak Nos. 0 to 10. Opposite end 3/16" wide bit for slotted screws. Fluted brass handle contains three smaller size standard blades, all correctly shaped and tempered. The screwdriver, 6%" long, can be imprinted with two lines.

Ajax Introduces Carded Hardware Items . . .

The Ajax Hardware Manufacturing Corp. of Los Angeles, Cal., has introduced a number of its hardware items in "carded" form. The first product to be released, mounted on an attractive, colorful card, was the Handi-Hook, which has many uses in homes, offices and factories.

It was found that illustrations of how and where the Handi-Hook could be used would offer the jobber and dealer a sales stimulant.



Draper-Maynard Issues Spring-Summer Catalog

The new 1951 Spring and Summer catalog of The Draper-Maynard Company, manufacturers of athletic equipment, is now ready for distribution by wholesalers. Its 26 pages contain full descriptions and illustrations of every item in the complete line of sports equipment, including the official "Little League" baseball equipment, Frank Parker tennis rackets. and the newest in baseball gloves and hinged catchers' mitts. Several suggested dealer assortments are presented in the book.



Hardware dealers may obtain the new catalog from any Draper-Maynard wholesaler, along with confidential price lists, or from The Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio.

Compact Display Unit for Trump Garden Tools . .

A new display for Trump garden tools has been developed by the Animal Trap Company of America, Lititz, Penn. The display, given free of charge to any Trump dealer, consists



of a molded base into which the dealer places a Trump cultivator, transplanter, trowel, weed cutter and fork from his own stock.

An attractive three-color card, part of the display base, points up the entire unit and makes it easy to identify each tool. The whole display occupies only a 9 x 5 inch space and is designed for either counter or

Pennsylvania Announces 1951 Hand Lawn Mowers .

Pennsylvania Lawn Mower Division of American Chain & Cable Co., Inc., Camden 4, N. J., announces production of its 1951 line of hand lawn mowers

The Great American model has tubular steel handle, rubber roller, five high carbon crucible analysis



Complete Line of POULTRY EQUIPMENT is PROFITABLE for every OAKES Dealer No. 3942-W Broiler Trough Onkes line is a preferred line. Preferred by poultrymen everywhere because of the high quality, dependability

and long life that is built into every OAKES product.

Every OAKES dealer stands to profit more because he offers more. Thus customer confidence the kind that

ans additional sales is established, See your OAKES jobber. Write for new catalog #56.

THE OAKES MANUFACTURING COMPANY

LUCKY

WITH SOUTH BEND'S 11 Croquet Models You Can Sell Every Family Need!



Skow This Book 16 page, 2-color book

"How To Play Croquet"

describes complete history and rules of game —

25c list. Quantity discounts to dealers.



SALES REPRESENTATIVES

East-Julius Levenson, 7 East 17th St., N.Y. South - Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn. Midwest-South Bend Toy Mfg., So. Bend, Ind.

So. Calif. & S. W. - Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.

730 W. Iuth Place, Los Angeles 13, Calif. No. Calif. Frandard Top Agencies, 718 Mission, San Francisco, Calif. Deuter & Pac. N. W. - Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash. Export — Affiliated Exporters, Inc., 10 East 34th Street, New York City

SOUTH BEND TOY MFG. CO. SOUTH BEND 23, INDIANA

SOUTH BEND Croquet

AMERICA'S FAMILY GAME





A Big Volume Item! Rod-'n'-Reel



Formed steel detachable with a stream-lined, smooth-running, level-wind Reel with strong frame, bakelite sides, smooth gears, click control button with a capacity of 80 to 100 yards line. Handle has composition cork grip and enameled wood forward grip.

Blades are special hicarbon, oil-tempered steel with hardened steel guides and tip-top, finished in metallic maroon enamel with copper-plated mountings. Available in 3½', 4' and 4½' lengths.

Ask your jobber or write for bulletin.

PREMAX PRODUCTS

5123 Highland Ave., Niagara Falls, N. Y.

CLASSIFIED

RETAIL STORE WANTED

Moderate size located in good large city shopping village or downtown in smaller city not under 10,000 in Texas. Give full details first letter. Address Box 329, Austin, Texas.

steel blades and is available in 15", 17" and 19" cutting widths. Pennsylvania, Jr., is available in two styles: 17", high wheel; 16" and 18" low wheel.

Meteor Model is a lightweight, aluminum alloy lawn mover designed for terrace cutting. It has five high carbon, crucible analysis steel blades and is made in 16" and 19" cutting widths. Special 16" 7-knife Meteor is made for cutting bent grasses.

Penna-Lawn, a low cost mower, is sturdily constructed and features smooth, ball bearing operation, high carbon steel blades, and 16" cutting width.

Trimmer & Edger, labor saving tool, cuts 6" wide; trims close to hedges and walls. Turned over, it will disc and plow walks, beds, etc.

Fuller Offers Specials For Hardware Week .

To increase hardware sales during Hardware Week, the Fuller Tool Co., Inc., 905 Faile St., New York 59, N. Y., is offering its dealers a number of "Hardware Week Specials."

The specials are Fuller screw driver sets that have been carefully sales-tested and that have proved to be the largest volume-building items in the Fuller screw driver line. For Hardware Week, these selected sets will be sold to dealers at much less than wholesale cost, thus lowering the retail prices also.

Fuller advertisements, scheduled for leading hardware trade magazines, give dealers full information regarding price, number, and other details of the specials, and include the free offering of colorful window circles designed for the occasion.



DIETZ COMET



The Little Red Lantern with Instant Sales Appeal

Every home a prospect—and with the wife's OK. The kids will want their own, too.

For fun, utility or civilian defense, few items offer the multiple sales "umph" of the all purpose COMET LANTERN.

Handsome Display and Sales Helps Free





Popularity means profits, and Ta-pat-co boat cushions are a perfect example of popularity. First choice of water sports enthusiasts every-

where. Ta-pat-co buoyant life-save cushions are top profit items for dealers. They are filled with New Java Kapok (6 times as buoyant as cork), covered with soft leatheratte, heavy duck or strong vinyl plastic and are available in a varia-



ty of attractive colors, with or without designs. Stock and sell all Ta-pat-co profit products. Write us or see your jobber for details.

THE AMERICAN PAD & TEXTILE CO.

Greenfield, Ohio

- IIFE SAVE VESTS. BUDYANT CUSHIONS. SLEEPING
BADS. KRURTS CUSHINNG. CAMP FURIEWINST, HORSE
COLLER PADS. REACTION SERF CUSHINIST.



from 12 to 72 inches Accurate, Dependable SCHARF MFG. CO., OMAHA, NEBR.

Now! Formulated BY SWING-A-WAY IN THE SELF-SERVICE DISPLAY PACKAGE A complete inventory of Swing-A-Way Con Open-ors in Metallic Finish and Brilliant Colors. . CHERRY RED . LEMON YELLOW . IGLOO WHITE WING-A-WAY MFG. CO., 4100 BECK AVE.



children—competently manned by trained personnel.

PLAYGROUNDS fully equipped, convenient to all 450 villus . . many special events for kiddies.

BARY BEDS, strollers, high chairs, almost any conveyance and convenience you can think of . . , better vacations for you and the little ones.

Enjoy taking your childran on vaca-tion. Ellinor Village Villas are de-luse compilete homes with modern hitchest and all family furnishings. Free membership in the Or-mond Beach Country Club-play a championship golf cours are green fees only. Horseback riding, boat-back compilete resorts are proposed to the proposed of the proposed of the bathing on Daytona Beach. Com-plete resort facilities — recreations, amusaments and gorgeous sightamusements and gorgeous si-seeing. Make reservations early











TO USE.... EASIEST TO SELL .. EASIEST

HANDSAWS . CROSSCUT SAWS . CIRCULAR SAWS HACKSAWS . KEYHOLE SAWS ALL OTHER TYPES

Silver

E. C. ATKINS AND COMPANY 428 S. Illinois St., Indianapolis 9, Indiana



Product Information

(Continued from page 66)

As a youth, Smith got his first job selling dolls. He was hired in



the rush season specifically for the function of selling dolls. But he didn't sell a single doll. He didn't know anything about dolls and, then, he didn't know enough to take a doll apart and find out about dolls.

From there he went to work for a combination hardware and implement dealer. In those days such dealers handled buggies. Remem-

Well, the boss in that store and the buggy got Smith started out right, digging out product information. Smith still recalls the incident vividly.

First Lesson

"Smith," said the boss, "see that buggy. I want you to find out all about that buggy. Take it apart. See how it's made. See what it has in it, what it's made of. Put it back together. Take all the time you need. I don't care if it takes you two weeks. I want you to know all about that buggy.'

Smith says that was his most valuable lesson in the art of selling.

"That man taught me how to sell." he comments. "I took that buggy apart and studied it until I knew all about it. Until I knew as much as anyone else in the establishment. We all knew all about buggies. All about everything we sold. Man alive, did we sell buggies!

"I've kept it up ever since, finding out all there was to know

about everything I sell. Product information the hard way, I guess, but you got to have it to really sell. That's all there is to it," he declared



Every log Parrish cuts yields so fect bowls, the "top grade" which re-ceive the exclusive, permanent "Supreme Finish". These are the finest salad howls produced.

Some of the bowls turned show minor defects. These are called "aff grade". They are boautiful, long lived, fully serviceable and very saleable. The prices are lower than the "Supreme Finish" and have much appeal to customers, "Liquid Proof" permanent finish for salud bowls and Faraffin for kitchen chapping bowls.

More sales and faster turnover are reported from merchants all over the country. If you haven't stocked these fine. se-called "Off-Grade" bowls, and the needed forks and spoons, do so now. You'll profit much by featuring them.

Send for the current price list, discount, and information that can help you do more business-profitably.

J. SHEPHERD PARRISH COMPANY 205 WEST WACKER DRIVE

CHICAGO &, ILLINOIS



ENGINEERED QUALITY TOOLS SINCE 1919 - at popular prices

Nationally Advortised Products

* coping saw frames * compass saws and rests * hack saws * panel saws * pruning saws * block planes * hand saws

mitre saws

GREAT NECK SAW MFRS., INC.

MINEOLA, NEW YORK

wood chisels & fore planes & keyhole saws & screw drivers & jack planes * hack saw frames * coping saws & smooth planes & circular saws & scratch awls * pulty knives * wall scrapers *



SELL THE GUARANTEED



FOR GUARANTEED PROFITS



ALL-ELECTRIC MODEL PH-S 5-yr. Guarantee

Now SHOX-STOK, long a leading elec-tric feace controller, matches its high quality with powerful silent salesmen you-colorful store displays that make SHOX-STOK easier to sell than ever-Write fer new 1951 newspaper mats.

Battery and Electric Models Three models, including one for dry or wet batteries. Retail prices \$12.95 and up. Liberal discount. Handled by leading jobbers everywhere.

Guaranteed Products, Inc. 109 Main Street Wallington, Ohio



. SELF PRIMING . FULLY AUTOMATIC

LIFE-LOK GIVES USERS UP TO 40% more years of efficient water service— It's plus value you can demonstrate. Only BURKS has LIFE-LOK.

Write for BURKS DEALER Proposition.

DECATUR PUMP COMPANY 35 ELK ST. DECATUR 70, ILL.

Southern MARCH, 1951 FARM EQUIPMENT

Section of SOUTHERN HARDWARE

806 Peachtree St., N. E. Atlanta 5, Ga.

FAST SELLING

BUILT PRODUCTS -FIRST IN THE FIELD FOR 111 YEARS!



In "EMPIRE" built tillage tools, balance or "hang" is a perfected quality, resulting from "EMPIRE's" century old experience making sweeps, shovels, teeth, etc.

The scientific Isothermal heat treating process cushions shocks by imparting extra springiness and gives amazing freedom from breakage. The extra hard, fine grain steel structure takes a glass smooth finish for free scouring, lighter draft and longer wear. Farmers who know good tillage tools have preferred "EMPIRE" built products for five generations.

or Taughness Performance

SOLD UNDER THESE FAMOUS TRADE MARKED BRANDS

EMPIRE PLOW COMPANY

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

its HERE

New — Exclusive MICRO-FINE

OIL FILTER CARTRIDGE

(Genuine WISCONSIN Part No. RV-29)

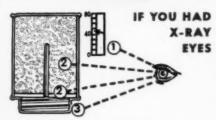
Every Wisconsin Air-Cooled Engine user represents a possible permanent customer for this new, exclusive MICRO-FINE Oil Filter Cartridge, especially designed or use on Wisconsin V-type Engines. It is the perfected result of many months of intensive engineering research and development.

Sell your customers on the wisdom of replacing the Oil Filter Cartridge after each 50 to 100 hours of engine operation (depending on dust conditions). This operating policy will add MORE H.P. HOURS of dependable, trouble-free service to the life of the engine . . . and add steady repeat sales and profit for YOUI Only Wisconsin Oil Filter Cartridges use the new, MICRO-

FINE Filter for super-fine oil filtration.







You would clearly see these WISCONSIN MICRO-FINE FILTER advantages:

- Perfectly matched to the engine's oil system, providing the best means for removing dirt, acids and filings from the oil.
- Scientifically combines two perfect filtering mediums VIRGIN COTTON and PLASTIC IMPREGNATED WOOD CELLULOSE . . . capable of handling final stage micron size .000045") filtration!
- Machined thread of cartridge and oil filter base match up for vibration-proof, leak-proof oil seal.

WRITE WIRE OR PHONE YOUR WISCONSIN ENGINE DISTRIBUTOR FOR QUANTITY PRICES AND STOCK AVAILABILITY, INITIAL SUPPLY IS LIMITED SO ACT AT ONCE. YOU WILL BE AMAZED AT THE EXTREMELY LOW COMPETITIVE PRICE!



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Coaled Engines
MILWAUKEE 46, WISCONSIN

Efficiency Up, Costs Down in this

Stock Control Plan

W HAT are the requirements for building a \$1,000,000 volume?

According to the owners of the A. W. Mitchell and Co, Inc., farm equipment dealers in Fredericksburg, Va., which last year grossed more than \$1,000,000 in sales and service, the keeping of detailed records is one of the basic factors required for business expansion.

"From the day we opened for business in 1932 we have kept detailed and accurate records of every item bought and sold, and we believe that this, in large part, is responsible for our success," said Adelaide M. Reynolds, secretary-treasurer of the company. "Records are the only reliable guides in determining what is bringing in money and what isn't."

The company keeps a detailed record of every farm machine bought and sold and what adjustments have been made on it. A perpetual inventory of parts also is kept and a detailed tire inventory always has been maintained. Every item that comes in or leaves this dealership and every complaint and subsequent adjustment is recorded.

Address. SOLD RY CASH C O D CHARGE ON ACCT MOSERETO PAID OUT OUAN DESCRIPTION PRICE AMOUNT	Name
QUAN DESCRIPTION	ddress
DESCRIPTION	SOLD BY CA
NOO(UV)	QUAN
	-

A file is maintained of order forms, such as shown above. They often disclose the sale of some item which has not been posted



Company believes keeping of detailed and accurate records is partly responsible for its success. Greater efficiency is the end result

Sales tickets are numbered and even voided tickets are accounted for by number as the daily postings go into the journal alongside the customer's name. The record includes sales price and cost price in adjoining columns so that the margin can be quickly determined. This record also notes the date, customer's name and the sales price of the item sold.

The item sold is deducted immediately from the inventory, and the customer's account is charged with the item. At the end of the month total sales are posted in the sales journal and total cost is deducted from the inventory. This inventory control provides an accurate check on merchandise on hand and what has been sold.



No charges are allowed until the farmer's credit has been checked by the credit manager. The company maintains three lists of customers: those whose credit is satisfactory, customers whose credit is doubtful, and a list of those who can obtain no credit. At left, Miss Adelaide M, Reynolds, secretary-treasurer, interviews a customer applying for credit

Similarly, all invoices received are checked with the purchase order and approved by the buyer. The invoices then go to a clerk who pays the bills. Prepaid discounts are taken advantage of, and the check number is recorded on the statement.

These go on to the bookkeeper who posts separate records for farm machinery. These comprise the basis for inventory from which all sales are deducted. Physical and book inventory must balance.

A complete operation and financial statement is made up by the bookkeeper and turned over to A. W. Mitchell, president, by the 10th of the month following the month completed. This records not only profit for the past month, but details the profit or loss on each item. Expenses are detailed in the same way.

No farm machine is ever sold without a written order from the customer which, in turn, is filed. It has happened in past inventory-takings that a machine has been found missing. The order file disclosed the sale of the item when a posting of the sale was overlooked in error.

Keeping a running inventory of \$100,000 worth of parts prevents overstocking and understocking, and discloses errors in buying. Where there is an overstock of parts which are not returnable, they are not placed on special sale, but are kept in bins at their regular sale prices for customers with old equipment who will be calling for those parts from time to time.

Minimums are established on the control cards for each item and when balances approach these minimums, the parts inventory clerk notifies the parts manager.

100	ON ACQUIRED NEW CHR SKLE 1 1950 CAR SKLE						-	PIT CATON	
PURCHASED D			USED CAR RECORD				N, 941X		
	FreED FROM			Used 2	entine h	eord "	enen in ev		
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MEYA	LUATIONS	NEW VALUE		8		6			
								8	

Watching the control card over an extended period will aid in better buying, since an item in demand that requires constant recording can be bought in larger quantities for which better discounts will be obtained.

The company makes it a point to purchase and stock up parts preseasonally at pre-seasonal prices. This assures having the needed parts on hand when they will be in demand, and at the advantage of special discounts.

An accurate record is kept on all adjustments made on new farm machinery sold to a customer. Confusion sometimes arises in a customer's mind as to what is due him in the warranty period. Tickets with all data on adjustments made are given to the customer.

and duplicate records are kept on file. In this way claims may readily be checked against the record—to the satisfaction of the customer and Mitchell's.

"Now it does happen once in a great while that someone is not satisfied with a farm machine that he has bought despite the adjustments and efforts made to satisfy the customer. In cases like that, we make it a policy to satisfy the customer even if it puts us in a hole," said Miss Reynolds.

She cited an example, A farmer bought a tractor and allied farm equipment and did not feel satisfied with the way the tractor was operating. Though the tractor had been checked thoroughly in the field and was believed to be op-

How new research foundry creates better IH castings

A report to you about men and machines that help maintain International Harvester leadership



Million-dollar Research Foundry, IH college of casting knowledge, has a two-fold objective: 1. To improve foundry techniques. 2. To develop skilled foundrymen. This ultramodern direct-arc electric furnace helps to make the IH research foundry one of the largest and most completely mechanized research foundries in America.



Sand technician tests molding mixes by the hundreds to find the perfect formula. He uses delicate instruments in the modern foundry laboratory to measure differences in strength and moisture transfer of look-alike sand mixtures. His recommendations can mean the difference between molds which produce poor or perfect castings.



College men get calluses and competence by working at every job in the IH research foundry. This firsthand knowledge of foundry methods helps these young engineers use their scientific training to solve practical problems. Some of these trainees will make research their career . . . others will put their know-how to work in the ten IH foundries.



IH researchers test rather than guess. Here's a foundry trainee checking the strength of an IH casting. His arsenal of testing equipment includes a million-volt x-ray, an electron microscope, and countless other scientific devices. It makes possible the collection and correlation of facts needed to create better gray and malleable iron castings.



International Harvester Company, Chicago 1, Illinois

International Harvester Builds McCormick Farm Equipment and Farmali Tractors . . .

Motor Trucks ... Crawler Tractors and Power Units ... Refrigerators and Freezers ...





S. R. Hughston, center, manager of Lauder-dale Tractor Co., watches an operator fill one of the company's tractors with nitrogen from a field trailer, which is also used to transport chemicals to distant fields



Chemicals on the Farm

Use of anhydrous ammonia opens new opportunities for equipment sales

RARM USE of chemicals for controlling weeds and insects and for restoring fertility to the soil has been an important step forward for Southern agriculture.

And as improvements have been made in implements and techniques for plowing, planting and cultivating, there have been similar improvements advanced for the handling of chemicals for purposes ranging from clearing the land to storing the harvested crop.

The use of chemicals on farms has opened new opportunities for dealers for the sale of additional equipment. For example, anhydrous ammonia, a liquid fertilizer, was introduced to Mid-South farmers in 1947 and since that time has found a wide-spread acceptance. At the present time, large acreages of cotton, corn, small grain and pasture land are being fertilized in this modern manner.

The fertilizer was just beginning to receive notice in the area around Ripley, Tenn., in 1948 when S. R. Hughston, manager of the Lauderdale Tractor Co., ob-



Hughston gives instructions to one of his custom applicator outfits as it prepares for a custom job

tained two carloads of the liquid for experimental purposes in cooperation with F. H. Paschal, county agent.

Hughston equipped several tractors with tanks and plows that would inject the gas under the ground and offered to apply the fertilizer on a custom basis, allocating no more than 50 acres to any one customer so that more farmers in the area would have an opportunity to try it. The liquid was applied to ground for cotton, corn, grain sorphum and pastures. One carload was sold in 1948 and to show the acceptance of the product, the company's sales during 1950 were expected to amount to more than 15 carloads.

Pioneering this product in this area of Tennessee not only has

proved profitable as an independent operation, but also has proven to be a potent factor in tractor and implement selling, according to Hughston.

When using anhydrous ammonia as a fertilizer, farmers inject the liquid directly into the soil, four to six inches below the surface. This is usually done with tractormounted equipment consisting of a 110-gallon pressure tank with the proper fittings, a regulating device, one or more applicators, and a special hose to carry the ammonia from the regulator to the applicators. The applicators are sharp, narrow shovels that cut through the earth so that the nozzles in them will deposit the ammonia at the desired depth.

(Continued on page 112)





WILL DO THE TRICK!



It takes more than fancy words to sell the farm trade today. They want facts . . . they want to know what they can actually get out of the things they buy. That's the nice thing about "Red-Hed" Farm Elevators, Corn Shellers and Hammer Mills. You not only have three of the most popular time and money savers on the farm . . . but dozens of features that put them in a class by themselves. Help your farm trade take the problems out of farming with the Harvey line . . . you'll have no problems selling them. See your Harvey Distributor right away.

IARVEY "Red-Hed" CORN SHELLER

Shells 140 to 150 bushels of corn per hour 12% more shelling area . . independently operated anger gets rid of extra corn—avoids piling up.

Perented KERN - O - LIZER increases corn shelling capacity by grinding inside and outside of the cylinder. Auger forces cobs and husks toward the coli outlet. The Harvey Farm Elevator incorporates all of the fundamentals of sound engineering and modern design for which Farm Tools, Inc. enjoys an enviable reputation.



Here are sales features for you:

- ★ One-third faster grinding due to extra large screen area and super, high-powered blower fan.
- ★ Grinds grain with 80 to 280 feed smashing blows a second.
- ★ Powerful Rotor is precision balanced and runs smoothly on anti-friction bearings.
- * Makes 4 bushels of feed equal 5 in feed value.

Write Farm Tools, Inc. for name and address of nearest Farm Tools, Inc. Farm Implement and Harvey Line Distributor.



4 IN 1 FARM ELEVATORS

What about these features as a sales clincher? This farm elevator handles anything from small grain to baled hay due to its 4 position adjustment . . husky chain with bind-proof cleats has a reputation of toughness and strength . . moves easily anywhere—easily adjusted . . folds up for storage in 20 ft. shed . . well-balanced for easy moving . . . table and elevator can be shoved right into a crih door. There are dozens of features like this.



New officials of the Mid-South Farm Equipment Association are (left to right): Harry R. Wieman, Stuttgart. Ark., second vice president: Paul H. Watson, Greenville, Miss., first vice president; J. Sterling Inman, general manager of Hinton & Hutton Implement Co., in Memphis, president; L. H. Polk, West Memphis, Ark., director; and George K. Wade, Greenwood, Miss., director



Mid-South Convention

PROBLEMS of merchandise and manpower, geared to the government's all-out defense program, were threshed by members of the Mid-South Farm Equipment Association at the annual convention and show in Memphis, Tenn., Jan. 17-18.

The convention—the association's ninth—was attended by 450 dealers and associate members. The association has a membership of 417 in Tennessee, Mississippi and Arkansas.

Leading off on the convention the me, "Today's Challenge," George L. Gillette, vice president of Minneapolis-Moline Co., Minneapolis, Minn., urged dealers to put more emphasis on their parts inventory as production of new equipment is cut.

Gillette, who headed the Farm Machinery Division of the War Production Board during World War II, also urged dealers to "sell the goods that are available during this present half-war situation.

"Sell your trade-ins promptly. Stress service, sales promotion, advertising and demonstrations and expect the unexpected," Gillette advised.

J. K. Garner of Greenwood, Miss., retiring president who also heads the National Retail Farm Equipment Association, underlined the growing manpower problem in his report. "Older men left on the farm will need more machines to produce the larger crops after their boys go into the armed forces," he reminded.

Also analyzing the manpower problem, W. C. Lassetter of Memphis, editor of Progressive Farmer, urged dealers to take an active role in gearing farm wages to mechanization profits. Higher wages and better housing will keep many farm laborers from moving to the city, he declared.

Charles J. Bailey, general sales manager of Federated Mutual Implement and Hardware Insurance Co., Owatonna, Minn., advised dealers to bring greater security benefits to their employees or play a losing battle in competition with war industries.

"A majority of the strikes settled in the nation in the last year have not been on the basis of wages, but on security benefits," Bailey asserted, "Whether it's for good or bad, security is uppermost today in the mind of the worker."

Other featured speakers included:

Tom J. Johnson of the Mississippi State College Extension Service, who discussed "Today's Challenge to the Present Tractor Situation": Briant Sando, president of Sando Co., Orange, Calif., who stressed aggressive sales technique; Arthur N. Ekstrand, executive vice president of Farm Equipment Acceptance Corp., Peoria, Ill., who explained the dealer

financing plan inaugurated in Illinois; Floyd Sherrod, vice president and director of public relations for Road Builders Equipment Co., Memphis, who warned of statism and socialism as challenges to private business and our way of life; and William R. Noble, N. R. F. E. A. representative in Washington.

Short discussions of dealers' problems in management of merchandise were given by Holmes B. Squires, Nashville, Tenn., and S.R. Hughston, Ripley, Tenn., while management of men was discussed by M. H. Maddox, Jackson, Tenn., Faber A. White, Osceola, Ark., and Harold D. Keller, Dyersburg, Tenn.

J. Sterling Inman of Memphis, general manager of the three stores of Hinton & Hutton Implement Co., was elevated to the presidency, succeeding Garner. Elected first vice president was Paul H. Watson, Greenville, Miss. Harry R. Wieman, Stuttgart, Ark., was elected second vice president. Graham McDonald, Memphis, is full-time secretary-treasurer.

George K. Wade, Greenwood, Miss., and L. H. Polk, West Memphis, Ark., are new directors elected for three-year terms. Holdover directors include J. E. Johnson, Greenwood, Miss., Bob Lee Smith, Blytheville, Ark., M. H. Maddox, Jackson, Tenn., and Earl E. Kirk, Paragould, Ark.



the Green Thumb"

COMES NATURALLY NOWADAYS!

Practically every community bad one the man with a "green thumb."

He could make 'most any kind of plant thrive anywhere.

"Making things grow just comes naturally for John," folks agreed. Some said, "He plants in the light of the moon," while others maintained that he performed this task in the dark of the moon.

But what most of them overlooked was that "John" simply had the knack for getting things done at the right time—in the right way.

Nowadays, the "green thumb" comes naturally to farmers who have outfitted their farms with modern equipment . . . their crops get off to a fast start and produce bumper yields, because now they, too, can get their work done at the right time—in the right way!

Today, hundreds of thousands of John Deere equipment owners all over the country enjoy the benefits of farming with modern machinery. They do more work easier . . . better . . . faster than ever before. Production costs are lower . . . profits are greater. Most important, granaries, cribs, haymows, and storehouses across the nation are bulging at harvest time. Truly, this is work of the "green thumb" at its best!

JOHN DEERE

MOLINE . ILLINOIS





New officials of the Virginia Farm Equipment Association are, left to right, John E. Reidvice president and Dan C. Stickley, president. Herman B. Stine was named secretary - treasurer of the organization The South today is "the last stronghold of an agrarian civilization as we have known it in this country," Dr. Sanders declared. But, he said, this section is lagging far behind the North and the West in utilizing the efficiency of machines to produce better incomes and a higher standard of living on the farm.

Dan C. Stickley, J. O. Stickley and Sons, Inc., Harrisonburg, was elected president of the association, being elevated from the vicepresidency, which post he had held for the past year.

John E. Reid, Farm Service Company, Lynchburg, was chosen vice-president. He had been secretary and treasurer, in which post he was succeeded by Herman B.

M ORE THAN 400 dealers attended the seventh annual convention of the Virginia Farm Equipment Association, held January 24-26 in Richmond, Va.

Virginia Farm Equipment Association Virginia Farm Equipment Virginia Farm Virginia Farm Virginia Farm Virginia Farm Virginia Farm Virginia Farm Virginia V

They heard talks on how to plan for permanent profit, how better bookkeeping means better credit collections, how to solve local bookkeeping problems, how to sell more farm equipment at more net profit, how to increase sales through co-operation with farm projects, how to increase profits through co-operation with vocational school tractor maintenance programs and through an understanding of soil conservation, and the importance of achieving better relations between manufacturers and dealers with regard to factory warranties and defective parts.

Other talks had to do with "Where Are We Heading?" "To-day's Challenge to Associations"; "Rubber Merchandising in Today's Market"; "The Spirit of Selling," and "The Impact of Mechanized Farming."

Speakers for the three-day convention included: R. C. Cropper, president, Farm Equipment Wholesalers Association, Macon, Ga.; Gene Walrath, credit manager, John Deere Plow Company, Syracuse, N. Y .: J. J. Fairbank, Jr., president, Fairbank, Knapp and Company (CPA), Richmond; J. Archer Kiss, sales and management counselor, Chicago; W. A. Turner, associate state 4-H Club agent, Blacksburg, Va.; R. E. Bass, assistant State supervisor, Virginia State Board of Agriculture, Richmond: R. L. Woodward, Jr., Woodward Farm Equipment Company.

VIRGINIA CONVENTION

Suffolk, and president, Virginia Virginia Farm Equipment Association; J. C. Dykes, assistant chief, Soil Conservation Commission, United States Department of Agriculture, Washington, D. C.; Guy Dundaker, general manager, replacement tire sales, the B. F. Goodrich Company, Akron, Ohio; William Crean, Lucy Sales Institute, Boston, Mass.; Dr. Paul Leon Sanders, editor, The Southern Planter, Richmond, and E. W. Davis, president, Lynchburg Truck and Equipment Company, Lynchburg, Va.

The South must make more efficient use of mechanized farming techniques to produce better incomes and a higher standard of living, Dr. Sanders told the assembled equipment dealers.

He told the delegates that farm population has declined as education, scientific research and machines have enabled farms to produce more commodities with fewer persons.

"But," he warned, "we cannot continue indefinitely to draw out the best trained farm boys and girls into the cities, like moths to a flame, in quest of opportunity."

Rather, he declared, increased opportunities should be developed on the farm to hold skilled youths who will be able to perfect mechanized farming.

Southern farm life must be made "more lucrative and attractive" so that the farmer's standard of living may equal that of his "city cousin," he said. Stine, Lupton Orchard Service, Winchester.

Robert Murphy, Murphy Seed Store, Mount Holly, continues as national counselor, and the advisory council remains the same, having as members: E. W. Davis, Lynchburg Truck and Equipment Company, Lynchburg; A. W. Buhrman, Buhrman and Sons, Inc., Richmond; Frank Whitesel, Whitesel Brothers, Harrisonburg, and Robert Murphy, Murphy Seed Store, Mount Holly.

Directors are as follows: P. C. Adams, Bradshaw's Garage, Burkeville; I. H. Baker, Baker Brothers, Inc., Roanoke; E. M. Higginbotham, Higginbotham Supply Company, Lynchburg; G. N. Cocke, Gretna Tractor and Implement Company, Gretna; Murphy Hoffman, Hoffman Implement Service, Culpepper: Charles E. Hose, Dayton Farm Supply Company, Dayton; F. M. King, M. S. Chancellor, Fredericksburg; R. C. Marshall, McIntyre Implement Company, Richmond: J. Kent Martin, Food Company, Inc., Norfolk; A. W. Mitchell, A. W. Mitchell and Company, Fredericksburg; James T. Moore, Browning Equipment Company, Culpepper; J. Ernest Pittman, Southside Motor Company, Wakefield; E. E. Redmond, Redmond Implement Company, Richmond; Robert Ritchie, Ritchie's Hardware, Petersburg; G. Carl Steinhardt, Steinhardt Equipment Company, Franklin, and Herman B. Stine, Lupton Orchard Service, Winchester.



TAUSON

power hatches new sales!



LAUSON FARM POWER MEANS SALES POWER!

Power mowers, garden tractors and other farm equipment take on new acceptability — new precision performance with famous Lauson "Engineered Power". From 1 to $5\frac{1}{2}$ H. P. — these finer engines deliver cooler running, longer-lasting operation — a valuable sales asset for any equipment.



LAUSON IS A NAME KNOWN TO MILLIONS!

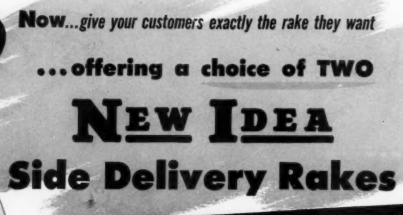
From power mowers, sprayers, pumps and generators to outboard motors — the famous Lausen name is carried to almost 20 million consumers! The man who buys, respects and recognizes Lausen power as the best in the field — a powerful sales tool for you!



LAUSON VERSATILITY MEANS MORE REPLACEMENT BUSINESS!

Dealers who supply Lauson power report amazing satisfaction — great acceptance for Lauson's trouble-free, dependable performance. Why not write today for full details on Lauson engineering — and sales advantages!



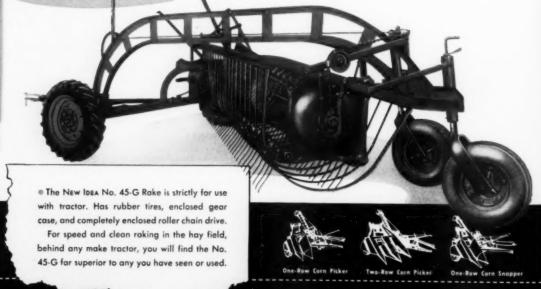


...gives you a DOUBLE ADVANTAGE

The New
NEW IDEA
No. 45-G
Side Delivery, Rake

There's no doubt about it—farmers everywhere are talking about New IDEA Hay Making Equipment. Not only talking about it, but buying it.

. . . and now New IDEA Dealers are in a better position to get a larger share of the hay tool business with a choice of two side delivery rakes and a mower with either mechanical or hydraulic cutter bar lift. Why not write for complete details?





NEW IBEA No. 30-AH Hydraulic Lift Tractor Mower utilizes bydraulic equipment of tractor.

in rake sales as well as in mower sales —

pounds capacity.



The
NEW IDEA
No. 4
Side Delivery Rake

NEW IDEA No. 175 Portable Elevator — driven by any available source of power.

NEW IDEA No. 4 Side Delivery Rake and Tedder — gentle, positive acting at all speeds. For either tractor or horse drawn.



and Corn Shelle

ANO FO

No. 10-A Spreader

NEW IDEA

DIVISION AVCO
MANUFACTURING CORPORATION
COLDWATER, OHIO
SANDWICH, ILL.

Remember...

NEW IDEA

it's a good idea

Officials of the Carolinas Association, left to right, seated are: Paul Mulliken. managing director of the NRFA: E. W. Nettles. Jr., first vice president; W. R. Johnson, president; J. R. Marks, second vice president; and A. A. Chappell, secretary-treasurer. Standing: S. Tom Proctor. national counsellor; H. L. Marshall, J. F. Colvard, M. L. Kelley, G. L. Roberson, F. O. Godley, F. R. Biggs, Sr., F. W. Herlihy and J. C. Abbott. director; and J. K. Hane, retiring president



Carolinas Meeting

ORE THAN 400 delegates to the annual convention of the Carolinas Farm Equipment Dealers Association met in Charlotte, February 4-6, to consider the wide variety of challenges presented to the implement dealers by the world military crisis and the American rearmament program.

In his president's address, J. K. Hane of St. Matthews, S. C., declared that the United States is facing its gravest crisis in history and stated that before the crisis is over the nation may be confronted with many hardships.

Increased Production

"Let us remember," he said, "that farmers have been requested to raise a greater volume of foods and fibers, and in this, farm equipment dealers can help. The scarcity of farm labor can be offset by putting into action more equipment. Farmers have more equipment than in 1942, and we are in a better position to repair and service equipment than before and during the last war."

In leading off a panel discussion of "Today's Challenge to Businessmen," H. A. Marks, Wilmington, N. C., declared that "we must sell as well as fight our way to peace. We understand the techniques of persuasion, but we have been outsold by Russia in the game of world politics. Thus, businessmen face their greatest selling job.

"Business management must lead the country in selling economic freedom," he continued. "Next to the production of war materials, our biggest job is selling our way of life. This will not be sold until our friends abroad are convinced that we are embarked on a crusade for peace."

Continuing the discussion of this subject, Fred W. Herlihy, Orangeburg, S. C., stated that "we must sell our products ethically and must sell our services, People must be made to realize what these services mean to the benefit of all. We must show the public that we are aware of our responsibilities, and we must believe in our way of doing business—that it is right. We must sell our business character."

A third member of the panel, R. C. Irwin, Cheraw, S. C., said that "prosperity in the United States has been increasing despite creeping socialism. And the socialistsminded government," he said, "has been taking credit for it. They have glossed over the huge government spending, tremendous government debt, government control of business and the inflationary state of the nation's economy.

"Government payrolls," he continued, "are padded with six million people, and taxes including state and local will take one out of every four dollars of our national income.

"American citizens," he said,

"must be sold on demanding economy in government, for government spending is so uncontrolled that it has become immoral, if not downright criminal."

In his consideration of the challenges to businessmen, F. O. Godley, Charlotte, N. C., pointed out that there are two kinds of economic cooperation—voluntary and enforced.

"We must sell our families and our employees on the benefits of our system, and we must vote intelligently," he said.

Closing the first day's session, J. D. Shevlin, Manager of Sales Development, Deere & Co., spoke on "Today's Challenge to Better Business Relations."

Time for Team-Work

"This is the time for all of us to work together," he said. "As successful farm equipment dealers you must know your product, know your responsibility and you must have leadership, the latter being the key to any success story.

"A good farm equipment dealer," he stated, "is one who gets people to do what he wants done, when he wants it done and how he wants it done—because they want to do it for him."

Speaking on the second day's program, Philip A. Brown, Advertising and Sales Promotion Manager, Harry Ferguson, Inc., discussed "Today's Challenge—Sales Development."

He stressed the need for companies to have a stated philosophy for their organization, "a Bible in simple language that will show

(Continued on page 106)



Mar-Del-Va Meeting

Pangers menacing the American system of free enterprise were outlined to delegates attending the annual convention of the Mar-Del-Va Farm Equipment Association, held January 21-23 in Baltimore, Md.

R. C. Cropper, president of the Farm Equipment Wholesalers Association and a featured speaker on the first day's program, discussed the threats to American business. He stated that about 15% of the nation's population could be categorized as having wealth, the remaining 85% being "have nots." Mr. Cropper predicted that within a generation the small percentage of people having wealth would be further reduced unless conditions which have tended to restrict business are improved.

Following this address, Lewis P. Shannan of the Du Pont Co., Wilmington, Del., spoke on the progress in the manufacture of chemical products in the United States. He pointed out that a great many of today's chemical products

were not in existence 20 years ago. He listed the four essentials necessary for continued progress in American industry: (1) raw materials; (2) manpower; (3) motivation; (4) tools.

In another talk, J. E. Powers of the B. F. Goodrich Co., stated that there is no critical shortage of rubber and that scare buying was unnecessary. He stated that barring all-out war, there would be sufficient rubber for tractors and implements and that should war come, synthetic rubber production would soon be adequate to meet domestic needs.

Other speakers included Harold B. Halter, editor of Farm Equipment Retailing, and R. W. Dribble, International Harvester Co.

New officers elected by the association are: Clarence Phillips, Preston, Md., president; Joseph Warrenfeltz, Charleston, West Virginia, first vice president; George Carroll, Dover, Del., second vice president; Charles Snavely, Baldwin, Md., secretary, and Tyler Fulton, Bel Air, Md., treasurer.

central office of the export division in Chicago in 1945. As assistant export manager, and manager, he has traveled widely in Europe, Africa, and the countries of Latin America.

Mr. Richie joined Oliver as a member of the sales organization at Memphis in 1933. He has served the company since in varying capacities in sales, production, insurance work and general administration. He was named assistant secretary in 1938, and assistant treasurer in 1942, becoming purchasing director in 1948. He served the government as a section chief

of the War Production Board

M-M and Avery Plan Early Merger . . .

during World War II.

DIRECTORS of Minneapolis-Moline Co. and B. F. Avery & Sons Co. have agreed on a proposed merger, according to W. C. MacFarlane, president of M-M, and P. H. Noland, president of Avery.

The agreement, which must be approved by shareholders of each company, will be submitted to stockholders at special meetings to be called in the near future, it was announced.

The proposal provides for merging Avery into Minneapolis-Moline. Each share of Avery common stock would be converted into two-thirds of a share of M-M common. The preferred stock of Avery would be retired, it was announced.

If the agreement is approved, M-M will issue new common stock to provide for the shares that would be exchanged for Avery stock.

Oliver Elects Three Vice Presidents

A. KING McCord, president of The Oliver Corp., 400 West Madison St., Chicago 6, Ill., announces the election of three vice presidents.

H. F. Donagher, manager of the export division, W. E. Miles, manager of the industrial division, and L. P. Richie, director of purchases, are the new officers of the company. Each will continue to supervise Oliver's activities in the field for which he has been responsible, and, in addition, Miles will have charge of all domestic crawler tractor sales both agricultural and industrial.

Mr. Miles joined the company in 1919, and is active in the affairs of the industry. He is vice president of the Construction Industry Manufacturers Association, which is affiliated with the American Road Builders Association, and is serving his third term as a director of the organization. During World War II he served on the Crawler Tractor Industry Integration Com-

mittee of the War Department, and on advisory committees of the War Production Board and the O. P. A.

Mr. Donagher, 49, joined Oliver at South Bend in 1925. He became active in the export division thereafter, and began a career in South America, where he represented Oliver in many countries for 20 years. He was called back to the







Newly-elected officers of the Oliver Corp., are, left to right: W. E. Miles, vice president in charge of crawler tractor and industrial sales; H. F. Donagher, vice president in charge of export sales; and L. P. Richie, vice president in charge of purchases



BUY APPEAL into farm fence

Dealers who count on the farm trade for the major part of their business recognize Keystone Steel & Wire products as dependable, year in and year out, profit builders. Among the many reasons why Keystone products have become leaders in their fields, are these:



1 Quality-Controlled Materials. From Keystone's own open hearth furnace, through its own wiredrawing mills to the final product, Keystone keeps rigid control of quality. For example: the amount of copper used to increase rust resistance, the exact degree of hardness, the precise protective zinc coating are under the supervision of metallurgists who can base decisions on Keystone's over sixty years of experience in making quality fence and wire products.



2 Time-tested Construction Features. The fence is woven on machines of Keystone's own design. Knots give both strength and durability. For example: Stiff stay SQUARE DEAL knots, hold like a vise, vet

permit the complete flexibility of the line wires. Picket-like one piece stay wires keep the fence erect. The knot is corrode-resisting because it will not hold water. There are no projecting ends to snag clothing or injure livestock.

Hinge-joint MONARCH knots work like a hinge and give under pressure, yet cannot slip. There is ample wrap around the line wires - no projecting ends.

3 Merchandising Support. Keystone provides merchandising support for dealers that not only promotes Keystone products but helps make the dealers entire operation more profitable-more significant in his community. Ask the Keystone representative, or write for facts about the Red Brand Practical Land Use merchandising program.

A Satisfied Users. Farmers in all parts of the country recognize the extra values built into Keystone products . . . Thousands of farmers have standardized on Red Brand fence and easy-to-set Red Top steel posts, for years and years . . . their satisfaction assures repeat business for dealers.



Makers of Red Brand SQUARE DEAL type . MONARCH type and NON-CLIMBABLE Red Top STEEL

M-M Introduces New Self-Propelled Machine

A NEW self-propelled farm machine is now in production in the plants of Minneapolis-Moline Co. The initial production of the new machine will include attachments, so that it can be used as a self-propelled combine or a self-propelled two-row corn picker. Other attachments, in the testing or planning stage, include a combination corn picker and sheller, wire-tying baler, and forage harvestor, but production of these may be delayed by material shortages, company officials declared.

Field tested for almost five years, the new machine is called the Uni-Harvestor. The first attachments designed for it were the harvesting unit, called the Uni-Combine, and two-row corn picking unit, called the Uni-Huskor

All attachments are designed for quick mounting on a power unit, called the Uni-Tractor, by the use of only one bolt, two slip pins, and two spring release pins. A small hoist is available for mounting or removing the attachments and also a transport dolly on which attachments not in use may be mounted.

Martin Ronning, MM chief engineer of the farm machinery division and the man who conceived the idea for this new machine back in 1945, stated that the self-propelled equipment is designed to meet the demand for a self-propelled unit that will have wider use on farms where different crops are raised.



The Uni-Combine attachment is said to be designed to handle all types of small grain and grass seed crops. It has a 9-foot header that is intended especially for harvesting soy beans. The harvesting unit is reported to be similar to the 69 Harvestor made by the company and is equipped with Uni-Matic hydraulic lift for the adjustment of cutting height from 2 to 24 inches and a grain bin with a power-driven auger unloader.

The Uni-Huskor attachment, which is similar to the two-row corn picker, has four snapping rolls 53½ inches long and eight 36-inch husking rolls, four of rubber and four of steel. The snouts

are adjustable to five floating positions.

Company address is: Minneapolis 1, Minn.

New Milking Parlor Stall Introduced by Clay . . .

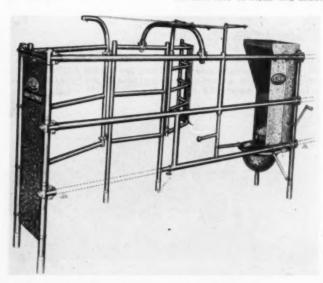
CLAY EQUIPMENT Co., Cedar Falls, Iowa, is introducing a new milking parlor stall, featuring the all-new speed feeding system.

The hopper runs ground feed directly to feed bowl. All the farmer does is to turn the paddle wheel crank, and a pre-measured ration drops into bowl. The speed feeding system can be used with or without overhead feed bin. Special side-guards hold the cow's head over the bowl, so that feed cannot be butted, slobbered or blown on the floor. A specially designed apron, which fits on top of the bowl, catches any spilled feed and funnels it back inside. The bowl is round and smooth, basinlike in shape, with no sharp corners where feed can lodge or rot.

This new system brings feed, milking equipment and cows to the operator, cuts down milking and feeding time, and makes it a simple task to feed and milk even large herds of cows.

The new parlor stall handles all types of milkers, including the pipeline, and flexibility of the stall makes installation easy in both old and new barns.

Free literature, including a 20page manual entitled "The Modern Milking Parlor and You," is free upon request to the manufacturer.





Peerless Offers Portable P.T.O. Roller Mills

PierLESS Equipment Co., Joplin, Mo., has introduced a new low cost, portable, power take-off roller mill, featuring 10" diameter Hi-Capacity rolls.

These giant size rolls can be adjusted accurately to crimp, crack or crumble all small grains to any degree without dusting, it was announced. The larger rolls also handle more grain per hour and require less power. The largest models have capacities up to 400-500 bushels an hour.

Both portable and stationary models are manufactured in farm, feeder and mill sizes, and all models can be operated by tractor from the power take-off or with flat belt pulley. V-belt drives are available for electric motor and gas engine power.

I-H Introduces Seven New 1951 Refrigerators

Seven New 1951 International Harvester refrigerators, featuring new styling, performance, construction and dependability, are now in quantity production at the company's Evansville, Ind., factory, according to T. B. Hale, vice president, general sales. Distribution of the new models to dealers in all International Harvester's 75 sales districts coast-to-coast is under way.

New models range in size from 7.4 cubic feet to a 9.5 cubic foot model featuring cold-to-the-floor refrigeration. All feature full-

length doors, X-braced for greater rigidity; larger inside storage space; completely acid-resistant porcelain enamel interiors; easy



sliding crispers with stops; oversize bottle space; adjustable temperature controls; automatic interior lights; hermetically sealed refrigerating units with a fiveyear warranty permanently attached to the cabinet; built-in bottle openers; and steel cabinets of one-piece, welded construction.

Model HA-92, deluxe refrigerator in the line, has a butter conditioner, with separate temperature control, built into the inner surface of the door. Its shelves are stainless steel, while other models feature center-braced, chrome plated steel shelves. Model HA-74 has zinc plated shelves. Four models have Safety-Edge shelf trim.

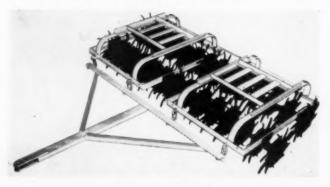
All models have extra large freezer lockers that store up to 50 pounds of frozen foods. Five models have spacious, deep, covered meat trays that hold up to 17 pounds. Bottle storage capacity ranges from 12 to 25 full quart bottles. Huge crispers hold up to 23 quarts of food, and area of the scientifically spaced shelves ranges from 13.7 to 18 square feet.

Schultz Introduces New Flexible Rotary Hoe . .

H. SCHULTZ Mfg. Co. of Rochelle, Ill., announces the
Schultz flexible rotary hoe for
1951. Rigid frames of each section
are flexibly fastened to sturdy
drawbars which are said to provide easy hitching and minimum
dead weight.

Weight boxes on each section provide means for positive depth control for all soil types and conditions. Popular oval-section spring-steel-tooth wheels with automatic stone eliminators and depth control flanges have been retained.

Five and six section models to cultivate five and six rows at a time are offered this year. They supplement the two, three and four row models.



TIE IN YOUR SELLING EFFORTS WITH PLANET JR. SALES PUNCH!

Tell Your Customers Garden

Planet Jr A COMPLETE LINE

Planet Jr. Adverticements in the Form Journal. Pathfinder, Retter Hemes & Cardens and other actional publications are telling your customers and prespects "New to Eliminsta Cardon Bradgary."

AND WATCH YOUR PROFITS GROW and GROW and GROW!

Yes! Your profits will grow and grow if you tie in your own selling and advertising with the Planet Jr.'s powerful national campaign. Everybody is interested in getting rid of "Garden Drudgery" for better living. Planet Jr. Farm and Garden Equipment can help your customers live better by taking the back-breaking work out of farming and gardening. Sell your customers the basic idea and they'll come back time after time to buy Planet Jr. equipment. We are telling the story to the millions of readers of national farm and garden publications, but it's up to you to sell them.

Write for complete details of the "Garden Drudgery Story" and be ready to turn your prospects into profits by selling Planet Jr. to help them live better.



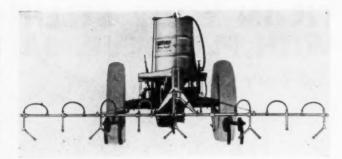


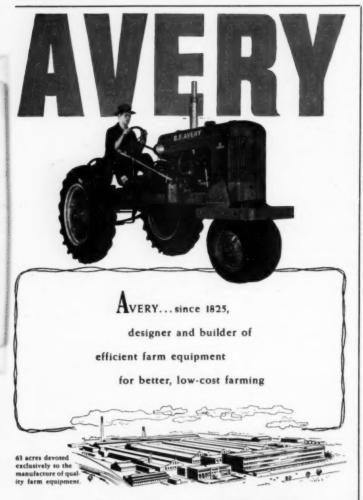
S. L. ALLEN & CO., Inc. . 3421 N. Fifth Street . Philadelphia 40, Pa.

Century Sprayer Unit for Spraying-Cultivating . . .

A NEW tractor-mounted sprayer that permits cultivating and spraying at the same time has been announced by the Farm Equipment Division of Century Engineering Corp., Cedar Rapids, Iowa, to be known as the Model D Series. It is available in a two or four row unit, and the company also is offering a kit which can convert the two row sprayer to a four row unit whenever desired.

The new sprayer is rear mount-





B. F. AVERY & SONS CO.

LOUISVILLE, KENTUCKY

ed, high enough to clear the cultivator mechanism at all times. It permits spraying one, two, or three rows at a time, and is equipped for adjustable row spacing so it will handle 18 to 21 inch, or 36 to 42 inch rows. The boom also is adjustable so that the nozzles may be placed anywhere from 12 to 60 inches above the ground.

Other features of the new sprayer include a direct mounted PTO pump which is highly resistant to abrasion; a tank mounting for a 55-gallon tank; tractor seat control of both pressure and flow; re-inforced Neoprene hoses; and a choice of capacities in solid cone or fan type nozzles.

The unit was designed principally for use in the cotton growing areas, but can also be used for vegetable and other row crops. An outlet is provided on the control for adding a hand gun which will permit spraying trees, livestock, buildings, tobacco seed beds, etc. If desired, the sprayer can be used without the cultivator.

Carolinas Convention

(Continued from page 98)

that the company has as its aim something more than the making of high profits." He also pointed out the value of good advertising and promotion. Advertising, he said, helps the buyer to buy; sales promotion helps the seller to sell.

George A. Bowie, Department of Public Relations, Firestone Tire & Rubber Co., had as his subject "Today's Challenge—What's Up Doc?" He stated that no organization or country can become great unless there is faith in the individual. "We can't have a free nation with 'unimportant' people," he warned. "One of our great faults is that we expect someone to

OBERDORFER HOUNDRIES, and.

OBERDORFER PUMPS
AGRICULTURAL
INDUSTRIAL
FIRE
MARINE

SYRACUSE I, NEW YORK

The Questionable Future of Agricultural Spraying in 1951

The effective control of insects and weeds by low pressure spraying is attested to by the hundreds of thousands of bronze rotary gear pumps Oberdorfer has placed in the field during the past four years. Our Federal Government, in this emergency, requires substantial crop production increases for the coming season.

From cotton in the Mississippi Delta thru wheat in North Dakota, oats in Oregon and on to tobacco in the Carolinas, the harvest of most every major agricultural crop in this country may be materially increased by following recommended local spraying procedures. This will involve the use of a spray machine equipped with one of the many styles and types of all-bronze, low pressure rotary gear pumps for which this company has been the internationally accepted manufacturing standard for over fifty years.

There is no question but that there will be an acute shortage of such low pressure spraying equipment as a result of the increased acreage to be sprayed plus the recently approved low pressure spraying program about to be placed in operation on a large scale thruout the cotton belt. There will not be enough pumps to go around.

We request that all dealers and distributors of spraying equipment using the Oberdorfer Pump estimate their demand without delay and place their orders with spray equipment manufacturers as soon as possible. Then we both may present to the Director of the Office of Production & Marketing Facilities, U. S. Dept. of Agriculture, in Washington, concrete evidence of our metal requirements so that metal may be allocated by the Federal Government in sufficient time to be of use in the 1951 spraying season.

Agricultural Pump Division Oberdorfer Foundries, Inc. Syracuse-1, New York



tell us what to do. It's our business to solve our own problems, not only in Washington, but in our own plants and workships."

Other speakers on the program included Ted Harp, a farm equipment dealer from Sidney, Indiana; C. J. Bailey, Sales Manager, Federated Mutual Implement & Hardware Insurance Co., and Paul M. Mulliken, Managing Director of the National Retail Farm Equipment Association.

W. R. Johnson, Johnson-Serman Co., Goldsboro, N. C., was named president of the association for the

coming year. Other officers are: first vice president, E. W. Nettles, Jr., McLaurin-Nettles Co., Sumpter, S. C.; second vice president, J. Rufus Marks, Marks Tractor & Truck Co., Whiteville, N. C.; and secretary-treasurer, A. A. Chappell, Wilson, N. C. The directors of the association are: Fred Colvard. Colvard Farm Machinery Co., Durham, N. C.; Furman K. Briggs, K. M. Briggs, Inc., Lumberton, N. C .: F. O. Godley, Godley Brothers Implement Co., Charlotte, N. C.; Fred Herlihy, Farm Equipment Co., Orangeburg, S. C., and M. L.

Kelley, F. M. Simrell Imprement Co., York, S. C.

Walter Geist, A-C President, Dies .

W ALTER GEIST, president of the Allis-Chalmers Mfg. Co., Milwaukee, Wis., died suddenly January 28, 1951, of a heart attack.

Mr. Geist, 56, has been president of Allis-Chalmers since 1942, having joined the firm as an errand boy at 10 cents an hour in 1909. During the years between 1909 and 1942, he served as tracer, draftsman, engineer, assistant manager, general sales representative and vice president in the general machinery division, and executive vice president.

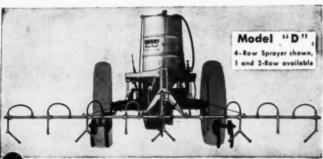
In 1940, Mr. Geist was recognized by a group of distinguished scientists for his development of the multiple V-belt Texrope drive, and was awarded the plaque of the "Modern Pioneer."



Walter Geist

During his eight and one-half years as president of A-C, Mr. Geist received many honors, including honorary doctor of law degrees from Marquette University and Lawrence College, and a doctor of engineering degree from the Michigan College of Mining and Technology. In 1950 he was presented with the Knights Cross, First Class, Royal Order of St. Olav, by King Haakon VII of Norway.

Mr. Geist also was active in numerous civic and philanthrophic organizations, a member of the board of governors of Marquette University, a director of St. Olaf College, an associate member of the board of Northwestern University, and a trustee of Milwaukee Hospital.



CENTURY SPRAYING

is the coming thing...
where Cotton is King!

\$ Cuts chemical costs as much as 30% to 50%.

\$ Spray any time during the day — windy or not!

\$ Poison and cultivate — all at the same time!

Dealers' Sprayer sales should equal or better duster sales in 1951, according to a December, 1950, survey of leading Southern farm implement distributors.

Model "D" fits standard tractors — Universal type mount; all brackets and braces included. Mounts with or without cultivator.

Ruggedly Constructed — Tractor - seat control of pressure and flow; direct-drive, power take-off pump develops pressures to 125 lbs.; 3-way filtering. Adjustable to any row spacing from 18 to 21 inches or 36 to 42 inches. Boom height adjusts quickly from 12 to 60 inches above ground. Tank mount included.

Competitively Priced - Outstanding appearance. Sells fast on "Better Performance."

Sell a Complete Sprayer Line—Century makes 1, 2, 4, 6, and 10-row Sprayers (5-ft. to 33-ft. booms); tractor, trailer, truck models; units to mount with a cultivator; hand spray gun model. Prices from \$99.50 F.O.B. factory. Dealer Franchises still available —Get in touch with your nearest Century distributor listed below. You'll find it profitable to "cash in" on the swing toward spraying in 1951. Ask for complete details on the entire line of Century Spray Equipment . . . don't be caught short, phone or write your Century Distributor today!

CENTURY
Distributor near you
TODAY!

Southern Century Distributors:-

R. C. Cropper Co., Macon, Ga., Servis Equipment Co., Dallas 1, Texas; Stratton-Warren Mdw. Co., Memphis 2, Tom., Stratton-Baldwin Co., Inc., New Orleans, La.; Job P. Wyari & Sons Co., Raleigh, No. Carolina: Mitchell Sales Co., Combria, Virginia; Price Bros. Equipment, Inc., Wichita, Kon.

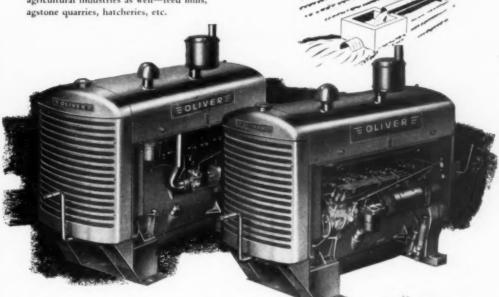
CENTURY ENGINEERING CORPORATION
Farm Equipment Division • Cedar Rapids, Iowa

Top Performers

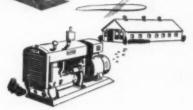


.. IN POWER .. AND PROFIT !

Plenty of power here to pull in a larger circle of prospects than ever before possible. Not only are Oliver stationary units perfect for a multitude of power jobs on the farm and ranch, but in allied agricultural industries as well—feed mills, aystone quarties, batcheries, etc.



Combined with the field-proved advancements of the great Oliver tractor engine are modern stationary features that make an Oliver unit the finest power package the farmer or business operator can buy. There's a valuable prize, too, for the Oliver dealer—a stack of dollars from extra sales in a widening power market. The OLIVER Corporation, 400 West Madison Street, Chicago 6, Illinois





OLIVER

"FINEST IN FARM MACHINERY"

Schultz Offers Improved Litchfield Spreader

H. SCHULTZ Manufacturing Co., Rochelle, Ill., announces production of an improved Litchfield manure spreader, featuring changes in lever assembly throwout and drive mechanisms.

The former Litchfield Co. plant at Waterloo, Iowa, was purchased complete with tools and equipment by the L. H. Schultz Mfg. Co. According to L. H. Schultz, president of the company, the Waterloo



plant will continue to produce the Litchfield manure spreader.

Stock Control Plan

(Continued from page 88)

erating as it should, the customer insisted on a new tractor. Mitchell's took a loss in having to sell this tractor as used. However, they believed the fault lay with the operator and not with the machine, but this was a good customer and a new tractor was the best solution for all concerned.

"We have a very successful collection system," Miss Reynolds emphasized, "and the secret of that is: watch whom you put on your books."

No charges are allowed unless a farmer's credit is checked first with the credit manager. Mitchell's maintain three lists of customers: a white list indicates those whose credit is found to be satisfactory; a blue list for customers whose credit is doubtful and where payment will have to be carefully watched; and a pink list for customers who can obtain no credit at all from Mitchell's.

Where new customers apply for credit, the credit manager investigates the farmer's credit with the local bank, and dealers from whom he has obtained credit. The Credit Bureau also is called.

"There is something too in the reputation you establish for your-self on collecting bills and paying your own bills," added Miss Reynolds pointing out that Mitchell's could get credit anywhere. "If people know you collect, they will pay and respect you twice as much for it."

On every statement mailed out the company indicates prominently that payment is due by the 10th of the month following month of purchase. Customers on the blue list receive a second reminder; those on the white list whose credit is known to be good are not reminded. On the statement the following month the customer reads, "Overdue. Kindly remit." This usually produces results.

When payment does not follow,



HERSCHEL PARTS • Install Easily • Save Time • Prevent Loss

Herschel Parts keep machinery rolling during critical harvest seasons. They're field tested — designed to stand up under the pressure of high speed power farming. Herschel Parts are GUARANTEED TO FIT! They install easily — cut "downtime" to a minimum — save hours when every minute means more profits.

It's good business for YOU to fill your bins with Herschel Parts NOW! By helping to keep your customers rolling with Herschel Parts, you pave the way to future implement sales.

The Herschel Parts line is COMPLETE. Order ALL your requirements from this ONE dependable source.

Use Herschel Parts for repairing all makes of cutter bars.

R. HERSCHEL MFG. CO., Inc.

Branches: Auburn, N. Y.; Minneapolls, Minn.; Harrisburg, Pa.; Omaha, Neb.; Toledo, O. DISTRIBUTORS:

R. C. Cropper, Macon, Georgia

The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

GOULDS balanced-flow Jet

Here's your Shortage Insurance Policy



NO TANK ...
LESS PIPE ...
FEWER FITTINGS

AL INSURANCE COMPANY

WILL PAY

big dividends to the Beneficiary upon application of the Balanced-Flow Jet to all installations as described in this policy, regardless of shortages of galvanized tanks and other equipment.

THE INSURED The alert pump dealer who features Goulds Balanced-Flow Jet.

FACE AMOUNT Maximum pump profits in the face of today's shortages of tanks, piping and fittings.

BENEFICIARY The Insured, and all his shallow well customers whose capacity requirements do not exceed 540 G.P.M.

FIRST PREMIUM Installation of a Balanced-Flow Jet on that shallow well job you're starting this week.

LATER PREMIUMS Ditto for all future shallow well installations within capacity requirements.

Due Dates Most any day now. Shallow well pump demand reaches the year's peak very shortly.

ADDITIONAL BENEFITS

As Provided by the Halanced-Flow Jet

the Balanced-Flow Jet Self-adjusting capacity, for real "city" water service. Quiet, economical operation. Absolute customer satisfaction, peak profits.

Get further information on your Shortage insurance—the Balanced-Flow—from your Goulds distributor, or write us.

P.T. Stavina

M. M. Jours

GOULDS PUMPS, INC. SENECA FALLS, N.Y. Fruk T. Bruis

COULD

WATER SYSTEMS

Since 1848

FOR EVERY FARM AND HOME NEED



Model No. 180 Openhead Sprayer, shown above, heads up the NEW and IMPROVED CHAPIN line for 1951. Electric seam welding and dome top construction give tank-type sprayers pressure-resistance never before attained. New labels and bright red trim on all models make a powerful display and sell combination. Write today for catalog No. 51. It's FREE. Shows complete CHAPIN line of compressed air, single action and continuous sprayers, and a variety of other specialty sprayers and dusters. Delivery assurances can be made only on orders received in the near future. Look ahead . . . act today!



R. E. CHAPIN MANUFACTURING WORKS, INC. 100 Chapin St. Batavia, N. Y. a positive letter is written asking the customer to come in and make some arrangement for paying. If this doesn't bring action, a letter is mailed, stating in part that no response from the customer has indicated that he does not intend to pay, and under these circumstances Mitchell's unwillingly will have to resort to a judgment.

The company has no more than 10% of their outstanding accounts past due. But there is one thing they do not do: write off bad accounts.

"Keep those accounts on your books," Miss Reynolds advises, "because you will collect even on accounts that you thought were hopeless."

Chemicals on the Farm

(Continued from page 90)

The applicator tanks on tractors are filled by connecting a hose from a farm storage tank to the tractor tank and releasing a small amount of vapor from the tractor tank. This creates a differential in pressure and liquid ammonia flows from the supply tank into the tractor tank.

There is much interest in the application of the fertilizer and each time the company's tractors are at work on a custom basis a crowd of farmers who have not had an opportunity to use the fertilizer are attracted to the scene.

While operating a department to handle application on a custom basis is a profitable operation it is not intended to restrict the sale of tractors, anhydrous ammonia or any special equipment, Hughston said. The sales department is selling all the necessary equipment to those who want it. The company points out in its promotion that use of the fertilizer will result in greater crop yields with an accompanying increase in farm income. Many advantages are listed for the potential customer. Hughston said. For example, 40 pounds of anhydrous ammonia to the acre will do the job formerly requiring 250 pounds of nitrate of soda. The cost of the ammonia runs about \$3.50 per acre as against a cost of \$8.25 per acre for nitrate of soda.

The company estimates that a farmer with 350 to 400 acres can buy the necessary equipment and pay for it out of the profits of the first year.

From the implement dealer's standpoint there are a number of



problems in handling anhydrous ammonia. For one thing, Hughston said, there was much improvement to come in the pumps used. The pump has to be one that is capable of accurately metering the amount of ammonia injected into the soil. New types of injectors are being worked out, Hughston explained, and such improvements in equipment inevitably will mean increased sales to farmers.

Also the dealer must have suitable storage facilities. Anhydrous ammonia is a volatile liquid and must be handled and stored under pressure to prevent evaporation loss. The pressure on the inside of the tank storing ammonia varies with the temperature of the liquid. It is approximately 75 lbs. per sq. in. when the temperature of the liquid is 50 deg. Fahr. and 197 lbs. when the liquid is 100 deg. Fahr.

Safety precautions and observance of proper regulations are essential, Hughston said. Tanks are equipped with safety valves set at 200 pounds and should never be tampered with. Anhydrous ammonia is a product that is handled easily and is entirely safe for all concerned if safety rules are observed.

Farm and Ranch—Southern Agriculturist



YOUR
DIRECT
LINE TO
MORE
BUSINESS

in the ELECTRIFIED SOUTH

n today's New South there are more electrified farms and ranches than in any other section of the United States...

AND Advertisers reach more Southern farms and ranches with Farm & Ranch-Southern Agriculturist than through any other magazine of any kind!

Yes, 2,282,000 Southern and Southwestern farms and ranches are electrified today—a 290% gain in the last nine years. This means millions of new customers for electric refrigerators, ranges, washing machines, sinks, bathrooms, electric pumps and scores of other items.

It's a rich field for retailers of electrical equipment and Farm & Ranch-Southern Agriculturist is the manufacturers' and distributors' direct line to this vast electrical market. Sales support for you reaches more wellto-do Southern and Southwestern farm and ranch families through Farm & Ranch-Southern Agriculturist than through any other single advertising medium!

CIRCULATION GUARANTEE 1,290,000

FARM AND RANCH PUBLISHING CO.

318 MURFREESBORO ROAD

NASHVILLE 10. TENNESSEE

As in other phases of the business, the implement dealer should have a plentiful supply of parts for those farmers using ammonia applicators.

Bolts, nuts, applicator feet, ammonia hose, fittings, pressure gauges, valves, are some of the items that may need replacement

in a busy season.

"A demonstration in the application of anhydrous ammonia brings in more customers and prospects than any plowing demonstration ever did," Hughston said. "Which makes the dealer's applicator equipment an effective advertisement for his other services and merchandise."

Papec Introduces Large Capacity Crop Blower .

A NEW, large capacity No. 45 Crop Blower, designed to offer farmers faster handling of crop blowing in the barn or silo, has been introduced by Papec Machine Co., Shortsville, N. Y. The blower has a 10-foot hopper and 380 square inches of throat-open-



ing, which give it a greater capacity than field machines on all types of materials, it is claimed.

A feature of the No. 45 unit is its tilting hopper, which can be raised quickly and easily to allow trailers or trucks to get into position for unloading without backing. An automatic locking device holds the hopper in the raised position, so that it cannot be blown or pushed over.

Other features include an adjustment for the throat-opening according to the amount of power available to avoid stalling the

tractor; easily removable wheels and axles; and worm feed control within easy reach of the operator.

The Papec No. 45 Crop Blower will be in the hands of dealers for Spring delivery, it was announced.

Atlantic Steel Names Duke Product Engineer

PAUL A. DUKE recently was named product engineer for Atlantic Steel Company of Atlanta, according to R. S. Lynch, president. Mr. Duke, a native of Atlanta, has been connected with Atlantic Steel since 1948, as Atlanta representative for the company's warehouse division.

A graduate of Georgia Institute of Technology, he played professional football for one season with the New York Yankees. For two years he was connected with W. D. Taulman and Associates, specializing in steel profuction equipment, where he obtained training in steel plants throughout the United

Mr. Duke is an active member of the Georgia Engineering Society, American Society for Metals, and various civic organizations.

Massey-Harris Issues New Buyer's Guide .

States.

THE MASSEY-HARRIS Co. of Racine, Wis., has announced that the new 1951 issue of its Buyer's Guide is available for distribution. Printed in four colors, the 40-page catalog illustrates and describes



Massey-Harris tractors with Depth-O-Matic 2-way hydraulic system, from the 1-plow Pony to the 4-5 plow 55; 44 and 55 diesel models with Dyna-Cell and special orchard, vineyard, riceland and Western Special models; and a section on plows, harrows, drills, planters and sprayers.

Shown next are combines, starting with the S. P. Clipper and the

FOR Extra Power DEPENDABILITY AND SALES APPEAL STOCK THE LINE WITH

CONTINENTAL ENGINE
When a lawnmower, tractor or other

machine is powered by one of these Continental four-cycle air-cooled en-

gines, there's no stalling or faltering when the going gets tough. All models develop power well in excess of their ratings, and their torque at moderate speeds is unusually high. Add to this their quick, sure starts

and unsurpassed dependability, as proved by thousands of users, and you know why equipment with Continental Red Seal power won't gather dust on your floor.



YOU'LL MOVE MORE UNITS, MAKE MORE PROFIT, BY STOCKING LINES WITH CONTINENTAL POWER

Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION
620 FORD BUILDING • DETROIT 26, MICHIGAN



center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

If You Handle Farm Equipment –

You would find our 150 page book by F. R. Jones, "Farm Equipment Service," of great value in dealing with your farm customers. Free with a 3-year subscription to Southern Hardware — either new or renewal at \$2.00.

SOUTHERN HARDWARE

806 Peachtree St. N.E. Atlanta 5, Ga. It's just plain sense...

You make more money selling DEMPSTER because it's America's quality water system!



No wonder the farmer won't have anything else! Dempater offers him a tried-and-tested water-supply system—backed by the 73-year-old Dempster reputation for unquestioned quality. It's just plain sense that you can sell more Dempster Water Systems. In a day of increasing shortages, with replacement materials harder to get, your customer is more quality-conscious than ever before. You sell quality when you sell the Dempster Water System—it's America's linest!

These Dempster Pumps are star members of America's finest line . . .



SHALLOW-WELL JET-MASTER — Only one moving part. No special pressure tank needed. Easily installed and exceptionally efficient.



DEEP-WELL JETMASTER
Ideal for offset installation or
to be set directly over the well.
Unusually simple in operation—



DEEP-WELL WATER SYS-TEM — Positive lubrication. Modern dezign. Available for electric motor or gasoline engine operation. Can be supplied with windmill attachment.



CENTRIFUCAL PUMPS Impeliers are semi-enclosed for greater efficiency. Balanced drive shafts ride on double Imhan Bearings. There are no betfer irrigation pumps made than
Dempster Contrilugal Pumps.

America's Quality Line of Farm
Water Systems



Pumps • Tanks • Windmills • Irrigation Equipment

> DEMPSTER MILL MFG. CO. Beatrice, Nebraska

27 Pound Portable Pump Has 5 Gallon Per Minute Capacity



A powerful little portable pump weighing only 27 lbs. complete with ¼ H. P. heavy duty motor, hinged rust proof carrying handle and a 5 foot electric cord is now available.

The bronze pump on this unit has a flexible Hycar rubber rotor and replaceable bronze bearings. It is self priming and is suitable for use up to 30 lbs. pressure.

The intake and output ports are threaded outside for standard 34" garden hose couplings and threaded inside for 34" pipe.

The pump operates as quietly as the motor and is ideal for many uses such as draining cellars, garden pools, silo pits, cesspools, cisterns and boats, pumping into bait tanks and for spraying insecticides, weed killers and liquid fertilizers.

The price of the HYPRO PORTABLE PUMP is so surprisingly low it sells itself. For prices and complete details write today to HYPRO ENGINEERING, INC., Dept. B, 404 Washington Ave. North, Minneapolis 1, Minnesota.

Other pumps manufactured by Hypro Engineering, Inc., include Hypromatic Water System pumps, tractor pumps and tractor tire filling kits, transfer and booster pumps.



THERE IS ALWAYS A DEMAND FOR THESE HANDY SUPPLIES BY YOUR TRADE!

Small repair items can grow into a profitable volume for you. Accommodate your farm and industrial trade with on-the-spot service. Be headquarters for reliable Moline farm tools and mill supplies. The items shown above are

only a few of the serviceable, dependable supplies produced by Moline Iron Works. We'll gladly send you a catalog of the complete Moline line on request. Your jobber can fill your order promptly.

OTHER MOLINE SUPPLIES INCLUDE:

Hay Tools • Wire Stretchers • Tackle Blocks • Rope Holsts • Load Binders • Harness Hardwara • Clevises • Etc.



ADVERTISER'S INDEX

Acme Shear Co	Deliaval Separator Co.
Cyclone Fence Div 13	F
Arvey Corp 22	
Atkins & Co., E. C 83 Atlanta Envelope Co 79	Fairbanks, Morse & Company * Farm and Ranch Publishing
Atlantic Steel Co. 42 Atlan Asbeston Co. 75 Autopre Co. * Avery & Sons Co., B. F 106	Co
8	Flins & Walling Mfg, Co., Inc * Florida Fishing Tackle Mfg.
Baird & Co., G. M 84	Co 71
Baker Brush Co. 18 Barrett Div. Allied Chemical & Dye Corp. 59 Bethlehem Steel Corp. 1 Billings & Spencer Co. 112 Boker & Co. Inc. H. 22 Brand Names Foundation, Inc. 8 Brigg & Stratton Corp. 4 Buffalo Bolt Co. 6	General Steel Warehouse Co., Inc
С	н
Campbell Chain Co. * Case Co. J. I. * Cantury Engineering Corp. 108 Champion De Arment Co. * Chapin Mfg. Works, Inc. R. E.112 Chattanooga Implement & Mfg. Co. 39 Chency Hammer Corp., Henry 76 Chicago Screw Co. 82 Chicopee Mfg. Corp. Second Cover Clark Bros. Bolt Co. * Clark Manufacturing Co. 65 Clemaon Bros., Inc. 74 Cleveland Chain & Mfg. Co. 83	Hamilton Mfg. Corp. Hanson Scale Co. Heddon's Sons, James Herschel Mfg. Co., Inc., R. 110 Hillerich & Bradsby Co. Hodell Chain Co. Horrocks Ibbotson Co. 28 Horton-Bristol Mfg. Co. 34 Hudson Mfg. Co., H. D. 12 Huenefeld Co. Hypro Engineering Co. 116
Clinton Machine Co 80 Coleman Co., Inc 2	
Colorado Fuel & Iron Corp. Wickwire Spencer Steel Division * Columbian Rope Co. * Consumers Glue Co. 75 Continental Motors Corp. 114 Cooper Mfg. Co. 99 Corning Glasa Works * Cyclone Fence Division United States Steel 13	Ingeraell Steel & Disc Division (Discs) .* Ingersell Steel & Disc Division (Shovels) .* International Harvester Co. (General Line)
	J
D	Johnston Mower Co
Davis Corp., G. W	**
Dazey Corp * Dearborn Motor Corp *	K
Decatur Pump Co 84 ere, John 93	Keyatone Steel & Wire Co 102 King Hardware Co *

King Hardware Co.

Deere, John 93

P. T. O. Clipper, the original scoop-type combine, and the 15 and 17 pull-type machines; the new Super 26 and 27 Self-Propelled combines, with balanced separation and the track-type version of these machines for rice operations; the Self-Propelled corn Picker; new Forage Clipper, available in three basic models; hay tools; and the No. 11 spreader and Roadmaster wagons.

Free copies of the booklet will be furnished by the manufacturer on request.

New Dearborn-Peoria Fertilizer Grain Drill

THE NEW Dearborn-Peoria fertilizer grain drill, with improved design for fast and accurate drilling of grain and distribution of fertilizer, is now on the market, according to G. D. Andrews, vice president in charge of sales for Dearborn Motors. Detroit 3. Mich.

The implement plants peas, oats, barley, rye, wheat and other small grains. With grass seeder attachment, it will accurately drill or broadcast grasses and legumes.



An improved feature is the fluted force feed that meters seed from the all-metal hopper in a uniform stream. The flow of grain is easily adjusted. The amount of fertilizer drilled can be regulated from 40 to 1,900 pounds per acre by adjusting gates and drive speed. The hopper is divided into grain and fertilizer compartments, each holding approximately six bushels. A fertilizer agitator is standard equipment.

The 13 single disc furrow openers, designed to cut through hard ground and trash, are spaced seven inches apart. The full floating boot and shoe assemblies assure seeding at the bottom of the furrows. A power lift, operated from the tractor seat, raises and lowers the furrow openers. Planting depth is adjusted easily by moving the stop block in the power lift link.

The box type frame is riveted, bolted and arc welded.





The SOUTH'S favorite guide lines and webbing



MAGNOLIA

Packed in individual burley and paper wrapped tubes. Ideal for well rope Send for free sample

MALLISON WEBBING

 Moderately priced Weather resistant Light and strong Reasonably priced

Packed in Cut Bands stitched for immediate use or in 100 ft. rolls. Send for free sample.

Write for additional literature and sales helps on complete Puritan line which includes Puritan, Regal, Kendale Southgate and Magnolia Sash Cord.



PURITAN CORDAGE MILLS, Inc. (Menufecturers) · Louisville 6, Kentucky

ADVERTISER'S INDEX

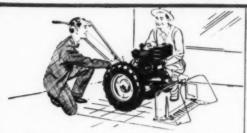
Klein & Sons, Mathias *	Remington Arms Co
L	Richards-Wilcox Mfg. Co 20 Round Associated Chain Co 83 Roxdale Building Products *
L & S Bait Co 83	Ruberoid Co
Lamson and Sessions Co 69	Russell, Burdsall & Ward
Larson Co., Chas. O 34	Bolt and Nut Co *
Lauson Co 95	
Lavelle Rubber Co 4	
Lewis Engineering Co	S
Libbey, Owens, Ford Glass Co., 17 Linen Thread Co., Inc 64	Sandee Mfg. Co
Lowe Brothers Co	Sandvik Saw & Tool Corp 66
Lufkin Rule Co 76	Savage Arms Corp *
	Schlueter Mfg. Co., J. H 83 Schlueter Mfg. Co 10
	Scovill Manufacturing Co 37
	Shaw Mfg. Co
М	Simplicity Manufacturing Co 119
McKay Company 26	South Bend Bait Co 14 South Bend Toy Manufactur-
McKinney Mfg. Co *	ing Co 81
	Southern States Iron Roofing
Massey-Harris Co * Master Lock Co *	Co 9
Millers Falls Co 24	Stapley Works 27
Minneapolis-Moline101	Stanley Tools
Miracle Adhesives Corp 31	Stratoflow Prod., Inc 79
Moline Iron Works	Sutcliffe Company 77
Murray Company of Texas 25	Swing A Way Manufacturing Co. 83
Myers & Bros., F. E 8	Co
N	T
	Tennessee Coal, Iron & R. R.
National Lock Co 73	Co
National Metal Products Co * National Screw & Mfg. Co *	Tennessee Products & Chemical Co
New Holland Mach. Co	Chemical Co. 1111111111111
New Idea Division, AVCO Mfg.	
Corp96 and 97	U
New York Wire Cloth Co 15 Nicholson File Co	
North Bros. Mfg. Co 72	Union Fork & Hoe Co 23 United States Steel
	Corp
	Corp
0	Upson Brothers, Inc * Utica-Duxbak Corp *
	Circa-Duxoaa Corp
Oakes Manufacturing Co 81	
Oberdofer Foundries, Inc 107 Ocean City Mfg. Co *	V
O-Cel-O Inc 33	*
Olin Industries, Inc *	Victor Saw Works, Inc *
Oliver Corp109	
	w
P	**
r	Washburn Co. R. D 26
Papec Machine Co *	Western Cartridge Co
Parrish Co., Shepherd 84 Patterson-Sargent Co 5	Western Fishing Line
Patterson-Sargent Co 5 Peaslee-Gaulbert Paint &	Co
Varnish Co 40	Wickwire Bros., Inc *
Peck, Stow and Wilcox Co 19	Wickwire Spencer Steel Divi-
Pennsylvania Lawn Mower Div. 32	sion of The Colorado Fuel &
Peters Cartridge Div * Phoenix Mfg. Co	Winchester Repeating Arms Co.
Plumb, Inc., Fayette R 3	(Guns and Ammunition) *
Plymouth Cordage Co *	Wire Products Co 79
Premax Products	Wisconsin Motor Corp 86
annen Coronge Muis, Inc 118	Woodruff & Sons. Inc., F. H 79 Wooster Brush Co 21
	Wright Steel & Wire Co., C. F 77
R	
**	Y
Red Devil Tools Back Cover Red Jacket Mfg. Co *	Yale and Towne Mfg. Co. 6 and 7
Reeve Co	Yazoo Manufacturing Co *



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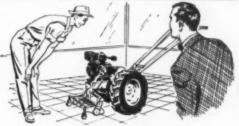
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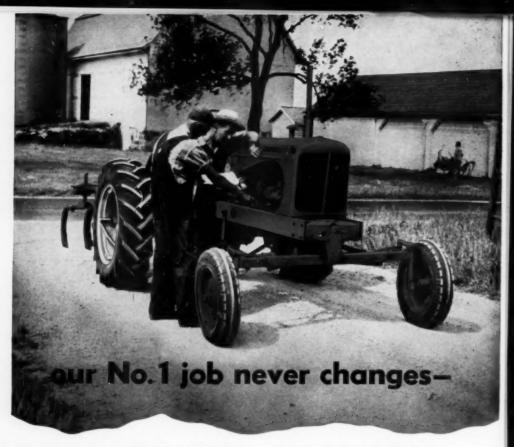
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ate of 700 shakes a

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Counter High Pedestal bases;
below: Four Can and Square
Can Adopters for No. 30.









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